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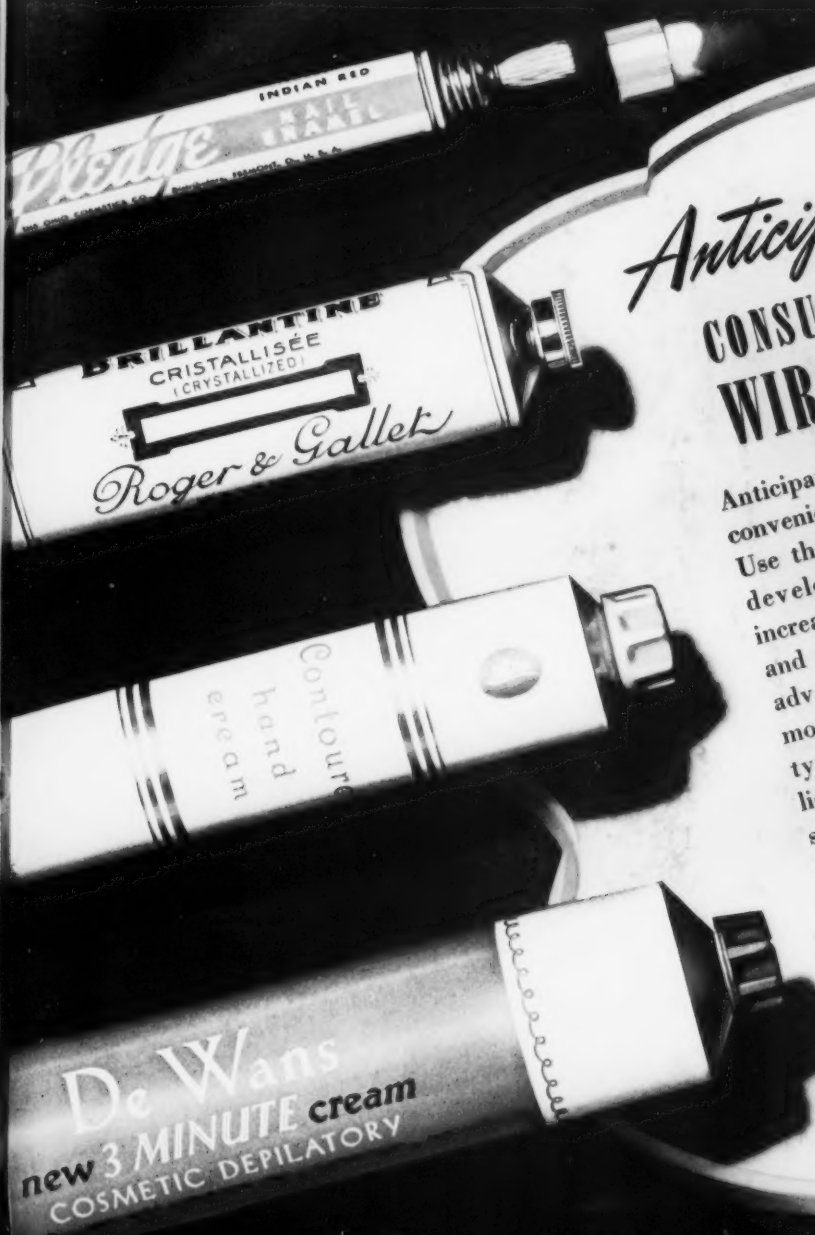
The American Perfumer

and ESSENTIAL OIL REVIEW

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COSMETICS · SOAPS · FLAVORS

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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT
Editor

MAISON G. DENAVARRE, PH.C., B.S.
Technical Editor

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is your package yours?

Your firm has a personality, an individuality all its own which must run through all your efforts—advertising, letters, personal selling and packaging—if they are to have the effectiveness which comes with consistency. The question of whether or not your *package* follows through on the program becomes even more pertinent *after* you've sold your product than before.

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in your package—as well as focus attention on it. The joint solution of these twin problems has meant the creation of many successful glass packages in the cosmetic, drug, household specialty and food fields.

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- 2 ATTRACTIVE
- 3 ECONOMICAL

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LIMITATIONS in space prevent the publication in full of the penetrating analysis of legal trends in the toilet goods industry made by Hugo Mock, counsel, which was presented at the recent T.G.A. meeting. Highlights are given in the following excerpts:

The indications are that supervision of the labeling of all cosmetics will during the next year become stricter.

Price Maintenance

Laws legalizing price maintenance are more popular in the individual states and less popular in Washington.

* * *

Repeal of the Miller-Tydings law would be an indirect attack based on the assumption not yet proven that laws permitting price maintenance in the individual states raised prices to the consumer.

* * *

The repeal of the Robinson-Patman Act would be an admission that some regulatory measures cause more harm than good. The main objective of the government's attitude is low prices. The main objective of the Robinson-Patman Act is not low prices but fair prices. These two objectives are frequently inconsistent with each other.

* * *

Incidentally, an administration which would favor repeal of the Miller-Tydings Law and the Robinson-Patman Act has absolutely no business to support or countenance any anti-chain store legislation which is artificial interference with competition of a most drastic character. Obviously, the purpose of taxing chain stores to death is to prevent their operation, and the reason they must be exterminated in the minds of those favoring anti-chain store legislation is that they sell goods on a basis with which the independents cannot compete. This is an admission that their prices are lower than the independents and if this is so, it ill becomes the administration to support on the one hand, measures to restore competition and with the other hand to restrain competition.

* * *

Those who are for price maintenance and loss leader legislation have one argument which deserves serious consideration. It is to sell branded merchandise on its own merits and without any ulterior motive.

* * *

The plea of the opponents of price maintenance and loss leader legislation is professedly for lower prices in the interest of the consumer, but in too many cases it is a hypocritical argument

not based upon the actual overhead of the price cutter, which in many cases is equal to or greater than that of his competitor, but on the argument that the purchaser of an article is free to sell the same at any price he pleases, regardless of consequences to competitors and to the manufacturer of the branded article. The theory itself is a perfectly sound one. The practice, however, has resulted in so many merchandising abuses that in self defense laws against loss leaders and permitting resale price maintenance have been passed all over the United States.

Loss Leader Selling

A cash-and-carry store operating on the cafeteria idea, where goods are not even wrapped, might properly be able to sell at a price below that of the store offering full service, credit and delivery facilities, but I do not see how anything can be urged in favor of the continuance of loss leader selling, which essentially is founded on the deception that the particular retailer who indulges in the same is able to undersell all competitors.

* * *

I think it is a fair statement to say that all of this mass of litigation and legislation in the past thirty years which is blamed principally on the proponents of price maintenance laws, is due to one factor only, and that is, the selling of merchandise not on its merits purely and on a straight competitive basis, but on the sale of one kind of merchandise to induce the sale of other merchandise.

* * *

If deception is too strong a word, nevertheless, the impression is always intended to be given that low prices on one item imply the ability to sell all other merchandise at equally low prices, which is not the case.

* * *

It is a fair prophesy to say that this will be a seller's year in the retail as well as in the raw material field.

* * *

If legislation such as the Robinson-Patman Act in the interest of the retailer says to the manufacturer "You must treat all retailers alike," is it not a reasonable request on the part of the manufacturer that his good will be pro-

tected from the ruthless assaults of the unscrupulous retailer? He also is entitled to the equal protection of the law.

War's Effect on Merchandising

If there be logic in these statements, then it follows that the intensive selling methods formerly necessary will not prevail while we have the present world situation with us. It has long been a pet theory of mine that business volume might attain a certain objective and not be expanded yearly, in accordance with the American tradition. We might very well in many instances imitate some of the French producers of perfumes and other merchandise, who strenuously avoid the temptation of seeking expanding volume every year, but managed at all times to preserve both the quality of their products and their yearly profits intact. Since the income taxes, excise taxes and all other taxes will be high this year, it behooves members of the industry to keep in mind the objective of conserving the good will they have, rather than increasing the volume of previous years. Remember, the government may also step in and restrict your production or your raw materials. You also know that the government is radically opposed to increase in prices and will in all cases look upon such increases with suspicion. Remember also, that this is not a year to take risks, for while the government will take most of your profits, if you make a profit, it is rather unsympathetic towards your losses and will not reimburse you if you lose.

* * *

In one direction, you may be allowed to expand, and that is in exports, which have received a decided impetus since the beginning of the war abroad. Witness the fact that in a recent issue of the leading newspaper in Buenos Aires, there appeared advertisements for 22 well-known brands of American goods, of which 22 brands, 12 were for cosmetics and toilet preparations. Remember also that the word "exports" must be qualified to mean not only exports but also goods locally manufactured in South America under U. S. formulae and labels, as prohibitive tariffs in many countries prevent the introduction of U. S. products except as a local manufacture.

Dependability...

With CHUIT, NAEF

DEPENDABLE quality has been synonymous with Firmenich (Chuit, Naef) specialties and aromatic products for forty-five years. Today, we also point to a record of dependability in *uninterrupted deliveries*, not exceeded in any quarter since the beginning of European hostilities—a truly noteworthy performance!

Firmenich & Co., Inc.

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MAKING GOOD LIQUID SOAP SHAMPOOS

by RALPH H. AUCH, A.B. CHE.

Market not dominated by any particular brands . . . Formulation and manufacture . . . Packaging suggestions



MANY a head of hair, that was washed with bar soap in the depths of the depression, doubtless again is being cleansed with liquid shampoos. The reason is not far to seek because, whether of the soap, sulphonated oil or sodium lauryl sulphate type, they are the most convenient for use—not only in application but in ease and thoroughness of rinsing.

Definite inroads have been made on liquid soap shampoos by the sulphonated oil type earlier and by the sodium lauryl sulphate type more recently. This latest type got off to a bad start in that it did too good a job, not of cleansing but of natural oil removal. This, of course, was soon corrected by formula adjustment.

PUBLIC RECEPTIVE TO LIQUID SHAMPOOS

There was a lot of poor liquid soap shampoo on the market long before so many began vying with each other as to who could make the biggest bottle to sell at a dime. House-to-house canvassers long since have found the housewife unusually receptive, particularly if they offered a towel, a comb, a wash cloth or other appealing gadget as a premium. Likewise, the barber and beauty supply houses have on occasion made their bulk product down to a price, rather than up to a standard of quality and anhydrous soap content.

The market is by no means dead or the price structure demoralized, however, if the various published surveys are a reliable criterion. Further, the market is not dominated by any one or two brands. In any event, these remarks will be confined to liquid soap shampoos and their manufacture.

ANHYDROUS SOAP CONTENT AMONG LEADERS

Sometime ago the five leaders in sales in a shampoo survey were analyzed for their anhydrous soap content and found to contain 24.9, 20.4, 24.2, 21.0 and 24.5 per cent, respectively. The approximate average is 23 per cent so this concentration might be a satisfactory one upon which to standardize.

A debatable point is whether or not the concentration might not be increased advantageously from 20 or 25 per cent to 27 or 28 per cent anhydrous soap. The sales appeal could be built around "more economical," "more copious lather" and "a little goes a long way." On the other side, of course, is the argument that it is equivalent to offering a

larger bottle so far as bringing the user back for the next one, which is at once a permanent handicap in both cost of production and rate of turn-over.

FORMULATION AND MANUFACTURE

The literature cannot be said to be overrun with data, information and/or formulae for manufacture. For example, America's most recent book on soap making, of some five hundred pages, devotes five paragraphs to liquid shampoo and provides one formula. However, some one has aptly said the "know how" is to the formula as forty is to one.

Therefore, whether the pet formula is made up of straight coconut oil or a mixture of oils and of straight potassium hydroxide or a mixture of potassium and sodium hydroxide, the following *modus operandi* is entirely reliable.

The details of manufacture will be governed by the type and capacity of the equipment available. The procedure, briefly outlined below, may be modified, of course, to suit conditions. The liquid soap may be made in a steam-jacketed kettle or pan using horizontal slow agitation. An open and a closed steam coil may replace the steam-jacket but the batch becomes much more unwieldy. Working in the higher concentrations causes an emulsion to form sooner and the saponification to proceed more rapidly.

The oil or mixture of oils should be placed in the kettle at a temperature of about 90 deg. F., then run in the calculated equivalent of potash lye or mixture of lyes of about 45 per cent concentration in a thin stream with agitation. To avoid an initial setting up, as soon as jellying starts run in soft hot water to lower the concentration to about 28 to 30 per cent anhydrous soap. A further dilution will retard the rate of saponification but in no case should heat be applied until this hot water is added.

The boiling and agitation should be continued until the saponification is complete as confirmed by chemical analysis. If the batch becomes unruly and tends to froth unduly, a spill can be avoided by sprinkling in cold water.

ANALYTICAL METHOD FOR CONTROL WORK

A simple analytical method accurate enough for control work is: Dissolve five millilitres of dilute or five grams of relatively concentrated jellylike shampoo in neutral alcohol and titrate to neutrality with N/10 potash or acid as required. If off appreciably on either side of neutrality, calculate the amount of lye or oils required to adjust and add these to the kettle. Then continue the boiling for a time and repeat the analysis. If near neutral on the alkaline side and a clear appearance indicates little or no free oils remaining, then boiling may be continued without any adjustment. If a sample drawn later checks the previous one, the reaction has gone to completion.

There remains then the matter of adjusting the concentration of anhydrous soap reasonably accurately to the adapted standard packaging or delivery figure. The usual method for determining anhydrous soaps is long and tedious. By looking

it up and using it to prepare a table or graph, an unique simple method sufficiently accurate for control work may be prepared. The given finished shampoo (oil mixture) in a series of different concentrations should be analyzed by both methods to establish points and values from which the table can be calculated or the graph can be prepared.

ADJUSTING CONCENTRATION OF ANHYDROUS SOAP

Pipette five millilitres at kettle temperature into a Babcock milk test bottle and wash it down out of the neck with warm water. Add dilute sulphuric acid in slight excess, using methyl orange indicator. Keep the Babcock bottle warm on the water bath by immersing in a large beaker of water until the fatty acid layer clears. Then add hot water from the wash bottle to bring the fatty acids into the calibrated neck of the Babcock bottle. Centrifuge in a Babcock milk tester. Read the volume and consult the table or graph for concentration. Calculate the quantity of water, or water and desired final concentration of alcohol, to add to the batch of shampoo to bring it to the desired final standard concentration. The analysis may be repeated after dilution if it is desired to confirm the calculated anhydrous soap figure.

A second quick method that is fairly accurate is: Into a small evaporating dish which contains 10 to 20 grams of well-dried sand, quickly weigh out 10 grams of the liquid soap. The weight of the dish plus the sand must be known before weighing the liquid soap. Heat on a hot plate to a slow boil, and continue heating until the mass becomes heavy. Continue heating and agitating the mass with a spatula until the residue is well broken up and appears dry. Scrape off any of the mixture which adheres to the spatula, place it back in the dish, cool and weigh; repeat heating and cooling until a fairly constant weight is obtained. The loss of weight will represent moisture. The difference between 100 per cent and the percentage of moisture is considered anhydrous soap.

The perfume may be incorporated while the liquid is still warm or if alcohol is in the formula the perfume oils may be extended in it before incorporation. There is no agreement in commercial products as to choice of odor so the door is wide open for something new or unique. If one compounds his own odor, it is well to age test each component separately in the shampoo; it will prove a disappointing revelation in some ingredients.

CLARIFICATION

Insufficient aging of the completed shampoo is a prime cause of lack of clarity. Settling tanks of capacity ample enough to allow four or more weeks' storage should be provided. Preferably they should be glass lined, have conical bottoms and be fitted with a series of draw-off cocks at different levels near the bottom to permit of pumping off the clear liquid through a suitable filter without disturbing the sludge accumulation.

After filtration, with or without prolonged chilling, perhaps the best addition is one-fourth per cent,

or more if required, of anhydrous tetra sodium pyrophosphate or the equivalent of hydrous salt. It appears to form complex water soluble salts with any calcium or magnesium present, thus preventing the formation of the corresponding insoluble soaps.

PACKAGING LIQUID SHAMPOOS

In conclusion, a few brief remarks about packages may not be amiss. Admittedly, directions are not generally read on a product so apparently simple to use. Yet, national advertisers use them profusely and the dime store, mail order and sales-through-agents brands generally do not. So, ample directions appear in order.

The container is bound to be wet in use and soap smeared on occasion, yet many packages leave much to be desired. The bottle may well be squat, and afford a good firm grip, the label printed with alkali-fast inks and either varnished or lacquered and the closure of plastic or other non-corrosives.

Container Checking

ASIDE from the alkalinity of containers, which is highly important in packaging certain specialties and which has been discussed in this journal earlier, there are a number of other important factors not always given due consideration.

There are scores of shortcomings to which they are subject, other than those adversely affecting the visual appeal, but there is no point in identifying and discussing most of these. However, when using some ten million bottles a month, breakage is quite important. By rigid inspection and rejection, if warranted, breakage has been reduced to an average of 0.39 per cent from all causes including in transit, and handling and packaging operations.

Stippling of the bottoms has been found advantageous. Where two or more manufacturers supply the same container, inviting only one to provide the blue prints with dimensions and tolerances to which all work has been found helpful. This is not fool proof of course since, for example, on a tapered container one might exactly meet the dimensions, a second work to maximum at top and minimum at bottom and a third minimum at top and maximum at bottom, resulting in three different tapers. This necessitates equipment adjustments with each change in vendor's ware until they are shown the error of their ways and take corrective steps.

Frequent checks on weights and capacities are simple to make. Limit gauges quickly detect choke necks while a simple height gauge insures uniformity of overall height and that the top is horizontal. Likewise, bulged and depressed label panels are readily detected. Saws that will cut a container in half in a minute or less are available for ready determination of glass distribution.

Often a slight change in design which is hardly perceptible will materially reduce breakage, toppling and/or interlocking on the production lines.

On occasion when the bottle manufacturer has done an unusually good job, we have commended him and expressed the opinion that the containers of today stand up under abuse on high speed pro-

duction lines which those of ten years ago simply would not withstand. The present trend toward synchronizing high speed production lines will not only materially reduce noise and equipment failure but the abuse to containers as well.

Make Use of Spare Parts

AT THE expense of this being taken for "scare copy," it now appears to be a good time to give thought to spare parts for all equipment. What with the extending of priorities, some parts may later on be difficult to obtain, if not unobtainable.

If accurate records have been kept of past experience in parts breakage and failure they will be of inestimable value in determining those parts and in what quantities it is wise to stock. The manufacturers of the various machinery can be helpful also by drawing on their experience.

Serious study may well be given this so that adequate stocks of needed parts is obtained without any overstock and that stocks of seldom, if ever, required ones are avoided. Other determining factors also, of course, are how well is one's shop equipped to make repairs and how close at hand are jobbers' stocks of stock items such as pulleys, gears and bearings.

Why Jones Was Promoted

LAST year 23 suggestions for increasing our business were offered by men on our sales force. Jones offered 18 of them. One of these alone brought in more than \$50,000 worth of business. It more than pays his entire salary. So when it comes to getting orders and holding his trade he may be no better than others but when it comes to thinking in terms of the entire business he was way ahead. So, he got the better job.—J. C. Aspley.



"The government says we're paying our men too much and we're not getting enough for our product!"

Standards for Flavors

STANDARDS that have been established for years for household and miscellaneous extracts are adequate for such extracts and should be adopted when flavoring standards come up for consideration, in the opinion of the Standards Committee of the F. E. M. A., of which Dr. B. H. Smith is chairman.

Because of the very high tax on ethyl alcohol, which is not economically sound, the committee suggests that the basic definition of flavoring extracts provide for the use of ethyl alcohol and/or any other solvent less toxic than ethyl alcohol which may be available.

Work at Leland Stanford University and elsewhere indicates that propylene glycol is less toxic than ethyl alcohol or glycerine. While it may not be available during the war, the door should be left open for other non-toxic solvents that are available or may be developed.

The association was urged by the committee to use its influence toward the establishment of a standard on vanilla sugar. The Navy some years ago enforced a standard for vanilla sugar which required that 10 per cent of vanilla beans be used in its preparation. In the trade no standard is maintained. The result has been a tendency to adjust the quantity of vanilla beans downward to fit any particular price requirement. To be comparable with vanilla extract, it is felt that vanilla sugar should contain 10 per cent of vanilla beans or the extractives therefrom.

The committee also recommended that all flavoring emulsions and non-alcoholic pure flavorings should be required to contain the same amount of essential oil or other active flavoring ingredient as is required in the alcoholic standard extract.

Improving Government Relations

STEPS for improving government relations insofar as the Food and Drug Administration is concerned were suggested by Ole Salthe at the recent meeting of the Flavoring Extract Manufacturers Assn. The suggestions follow:

1. Ascertain the safety and purity of every ingredient used in your product;
2. Fully comply with the official standards;
3. Be sure that all operations of manufacturing, handling, packing, and storage are conducted under sanitary conditions;
4. Control the safety and purity of your finished product;
5. Use containers which are not shaped, formed, or filled so as to be misleading;
6. Use statements in your labels, labeling, and advertising which are accurate, and honest representations based upon authentic and authoritative facts which have been determined after scientific investigation and study;
7. Make sure that you are properly and adequately informed as to the rulings, interpretations, personnel, appropriations and procedures of the Food and Drug Administration, and the state and

local food authorities in the territories wherein you operate. Make it a point to become acquainted with the various officials in charge of these activities;

8. Try to make your approach to the food and drug laws along the lines of full compliance rather than how little you can do and still avoid trouble.

Selling

"AS one whose whole business life has been devoted to selling, perhaps I am prejudiced when I say that selling is still the most important part of our business set-up. We may be able to dispense with some other services, but not with the salesman's. It's the salesman who in the final analysis creates the sales that ensure the profits.

"Selling, to my mind, is more than just a way of earning a living; it is a service to the public, whom the salesman helps to obtain the goods it needs at prices it can afford to pay. Selling, furthermore, offers a young man better opportunities than any other line I know of. If I were starting over, I would again choose to be a salesman."—
Thomas Smith, president, Standard Brands, Inc.

What People Won't Do

1. They won't look far beyond their own interest.
2. They resent change and dislike newness.
3. People forget the past and remember inaccurately.
4. They won't fight for things when they can find something to fight *against*. (The italics are ours.)
5. They don't dare be different from the crowd unless those differences are recognized as being virtues.
6. Except under high emotion, they won't exert themselves beyond the line of least resistance.

What People Will Do

1. Follow a habit until it hurts.
2. Accept beliefs ready-made and stick to them.
3. Follow leaders blindly, eyes shut, with mouths wide open, and will believe their friends even though they know them.
4. Yield to suggestion when flattered.
5. People work hard to establish superiority in the eyes of other people.
6. Find greatest interest in their own emotional kicks.
7. Love low prices but dislike economy.—*Modern Selling.*

Possibilities of Packaging

MANUFACTURERS or volume retailers who do not appreciate the possibilities that exist in better package design are passing up one of the easiest, most inexpensive ways of increasing their sales. Anyone who has had experience with the repackaging of old items knows that an attractive new design will definitely create more business.—*J. C. McGrath.*



President H. L. Brooks opening the record T.G.A. meeting

HIGHLIGHTS OF SIXTH T. G. A. MEETING

Probable supply of raw materials of all kinds examined . . . Essential oil exchange suggested . . . Effect of higher taxation on industry

MANUFACTURERS of cosmetics were out in greater numbers than usual at the sixth annual meeting of the Toilet Goods Assn. in New York, June 9-11. Whether their interest was more to court the supply men, who usually outnumber them, or to discuss the numerous serious questions that confront the industry was the subject of much good-natured banter at the luncheon table discussions and in the lounging rooms wherever two or three were gathered together.

For the seventh consecutive time the nominating committee put up the name of Herman Brooks for president; and he, together with the other officers, was, of course, re-elected. Mr. Brooks thus has the honor of serving longer than any other president in the history of the associations which preceded the Toilet Goods Assn. and also of being the only president of the T. G. A. since it was established.

The officers of the association are: President, Herman L. Brooks; First Vice-President, Cecil Smith; Second Vice-President, E. B. Hurlburt; Third Vice-President, H. P. Willats; Treasurer, Paul F. Vallee; Secretary, J. I. Poses, and Executive Secretary, Charles Welch.

VAN AMERINGEN ON EXECUTIVE BOARD

One new member, A. L. van Ameringen was elected to the Executive Board which now consists of: C. M. Baker, H. Clyde Balsley, A. H. Bergmann, J. M. Buck, Jr., J. A. Danilek, Paul Douglas, G. W. Godefroy, H. D. Goulden, A. E. Johnston, Joseph A. Keho, L. E. Lesner, D. H. McConnell, Charles A. Pennock, H. Gregory Thomas, LeRoy Root, A. L. van Ameringen and George A. Wrisley.

RAW MATERIAL EXCHANGE LIKE CANADA

In his annual address H. L. Brooks pointed out that the cosmetic industry does not oppose the principle of increased taxes but is against discriminatory, unjust or unfair taxes.

He also reviewed the raw material situation and the efforts being made to secure British navicerts



Despite the prospect of higher taxes and stricter regulation, Charles A. Pennock and James Gaglin are optimistic



A popular trio, Joseph A. Huisking, F. H. Leonhardt and Dr. Ernest S. Guenther, snapped just before the meeting



Just before his important address on the metals situation A. P. Hickcox chats about it with Chairman LeRoy Root



A. Higher taxes are discussed by George W. Button, Harold Brodrick, William Jacobs and Harry Cronos



B. W. P. Murray gives Chairman Root the cheering news that luncheon reservations are over 500



C. Well, well, well. Here we have Frank Green, Harold Green, Harry Heister and Harry Armitage



A. P. W. Marshburn, Northam Warren, James Gagin and Douglas Hagerty have a brief conference about raw materials



B. Glenn L. Haskell, Thomas Bennett and Walter Fried were greeted constantly by old friends at the annual meeting

for essential oils until such time as comparable ingredients can be developed and purchased in this hemisphere. In this connection he referred to the work of Harland J. Wright, publisher of the *AMERICAN PERFUMER*, with the American and British governmental authorities to aid the industry in securing these vitally needed supplies.

He also suggested an Exchange Bureau to be operated by the T. G. A. through which manufacturers might obtain needed oils and raw materials from each other. Such a plan has already been started by the Toilet Goods Manufacturers Assn. of Canada where members have begun helping each other with needed raw materials. It is too early as yet to determine how it is working out.

Dr. E. N. Bressman of the Dept. of Agriculture reviewed what is being done and the possibilities

for extending the cultivation of flowers and other aromatic producing plants in the United States, Central and South America.

An excellent analysis of the raw material situation was given by A. L. van Ameringen in his address on "The Jig Saw Puzzle of Perfume Materials." In it he analyzed the factors that govern prices of essential oils. He felt that many prices would stay around their present levels. The industry has not taken advantage of the war conditions to make illegitimate profits.

SUBSTITUTE RAW MATERIALS

In discussing synthetic substitutes, he cautioned that the old formula cannot be exactly reproduced but a final odor sufficiently close to the original may be obtained. Suppliers, he pointed out, are leaving no stone unturned to develop new and better substitutes.

What steps can be taken to overcome as much as possible present difficulties? "To the usual work of your perfume chemists," he said, "must be added the difficult and exacting task of carefully examining available substitutes, choosing those best suited for their particular purposes and then revising formulas accordingly." He also urged the selection of several alternative substitutes. Only by continuously studying the new products offered by suppliers can one keep abreast of the rapidly changing conditions. He also urged anticipation of requirements for six months ahead.

OTHER RAW MATERIALS

John B. Tuttle pointed out that there is no serious lack of U. S. P. white oils although prices may be higher.

A. P. Hickcox reviewed the metal situation and said that a quota system may be developed. He also pointed out that paper, wood and ceramic substitutes for metal are possible.

S. H. Clark felt that there was no cause for concern in securing supplies of talc, kaolin, precipi-

A. A. V. Henessart, J. Lageat, Louis Rapin and Maurice G. Couderchet discuss the import situation

B. Miss Christine Chiossi and A. H. Bergmann

C. A. L. Van Ameringen, one of the chief speakers

D. Samuel H. Clark tells E. B. Hurlburt that Italian talc is definitely out of the cosmetic picture



tated chalk and similar materials if manufacturers take their suppliers into their confidence. With Italian talc out of the picture he urged the use of the best American talc regardless of cost to maintain the quality of the finished products.

BOTTLE AND CONTAINER SITUATION

Eugene F. Bertrand urged the use of old private molds with new color combinations and also the use of stock molds for glass and plastic containers as skilled mold makers are being lost to the defense industries. As a means of conserving the corrugated paper supply he urged that the smaller packing units be discontinued. Deliveries of plastics are behind about eight weeks. Forward buying is not necessary for glass containers. If a particular type of cap or liner is unobtainable, an adequate substitute may be secured.

J. B. Turnbull felt that essential raw materials used in making plastics of all kinds will become scarcer and that new uses for plastics in the cosmetic industry will have to be deferred. The need for certain of the raw materials in defense work implies a limitation on non-defense uses.

WOMEN THINKING ABOUT COSMETICS

Five beauty editors discussed what modern women are thinking about cosmetics. The symposium revealed that women want cosmetics that create natural-looking make-up; that the profusion of color in fashions requires at least three lipsticks for each woman; that the teen-age group is a double market because both the girl and her mother must be sold; that the college market influences the non-college group; and that manufacturers should seek to set an universal standard of beauty applicable to small town and city women alike. Those who participated in the symposium were: Miss Hildgarde Fillmore, Miss Alice Hughes, Miss Hazel Cades, Mrs. Elinor Neff, and Miss Bernice Peck.



Conventional golfers in unconventional poses: 1. Van Alan Clark, 2. Hugo Mock, 3. A. C. Burgund, 4. A. L. van Ameringen, 5. Ivon Budd and 6. Robert Kramer. All were good.

Winners of the golf prizes were: F. L. Kiernan, Sewell H. Corkran, Dudley Lum, S. F. Urban, S. M. Murphy, W. H. Adkins, E. B. Millar, F. M. Moss, C. C. Bryan, W. P. Murray, Lee Mason, H. Anderson, A. B. Sauvageot, T. MacInnis, A. D. Julius, W. T. Haebler, Walter Klaas, J. B. Walker, R. B. Reinhart, C. Fischbeck, Ed. Thorgeson, N. A. Chase, and H. W. Heister, Roger Kenna, L. Furlager, J. Frankel, N. R. S. Fretz, G. O. Branigan and L. B. Whitehouse. Other prizes were won by M. F. Martin, Paul Forsman, A. J. Roberson and R. L. Hutchins. The grand prize went to S. F. Urban.

An Exchange Bureau

by H. L. BROOKS

THE question of raw materials, particularly those ingredients which many import from various parts of the world, is a serious problem, and getting more precarious every day. In these times of stress not only should members of an industry feel closer than ever before but they should be willing to co-operate with each other to an even more generous extent. It is possible that among us there are some who have unusually large stocks of certain materials and are short of others. I therefore recommend that a so-called Exchange Bureau be established at headquarters to which we can report materials of which we have a surplus and requests for those that we need. Our executive secretary with whom we can entrust such information can then communicate with members of the industry.

Good candidates for the National Open Tournament: 1. Walter Nuckols, 2. Sewell H. Corkran, 3. Walter E. Klaas, 4. Paul Scott, 5. Nathan Fretz and 6. Benson Storfer. They did well.

July, 1941 31



AT THE BANQUET

1. Miss Jessica Ogilvie and J. H. Curry greeted numerous friends at the president's reception and banquet

2. Mr. and Mrs. Charles Homan were kept busy renewing acquaintances and greeting many of their new friends

3. Gaiety was the order at the table of Dr. and Mrs. Joseph Felton and Mr. and Mrs. Louis Gampert

4. Van Alan Clark, Kenneth Voorhees and Mr. and Mrs. George Branigan just before the banquet began

5. Dr. and Mrs. Victor G. Fourman and Mr. and Mrs. Harry J. Lehman have a chat before the banquet

6. Mr. and Mrs. E. J. Gazola and Mr. and Mrs. Thomas F. Brennan on their way to the festive banquet hall

7. Those in the party of Mr. and Mrs. George Lueders are treated to an informal serenade of popular airs

8. H. R. G. Hobein, Mrs. Kenneth Voorhees, Mr. and Mrs. W. H. Dunney, Mrs. Wallace A. Bush, Mrs. H. B. Moore, Mrs. Ivon Budd and Mr. and Mrs. George Branigan at the reception before the banquet

9. Mrs. Karl Voss, Dan Cook, Mrs. Alma Murray, Mrs. Marian Kelly, A. P. Ludlow and Mrs. Walter Klaas

10. P. T. Ingram, Miss Gloria Ingram, Jules O. Vollbehr, Mrs. P. T. Ingram, Mrs. Vollbehr and Robert Vollbehr enjoy refreshment before the party

11. Mr. and Mrs. Frederick J. Lueders, W. J. Fried, Mr. and Mrs. G. J. Waegelin, Mr. and Mrs. Carl K. Wellenkamp and Eric Coupey

12. A. F. Brady, Mrs. K. W. Tracy, Mrs. David Pickering, Mrs. R. B. Reinhart and John Majesky surround the popular Walter H. McClure

13. Mrs. Gert Keller, William H. Adkins, Oscar A. Brown, Miss Mildred Roe and Gert Keller have an informal gathering in the reception room

14. Paul Scott, Mrs. A. C. Burgund, John Majesky, Walter R. Leach, Mrs. P. G. Lloyd, Mr. and Mrs. C. Edward Hilgenberg and P. G. Lloyd

15. Ernest H. Dunker, Jerome Samet, Mrs. E. J. O'Connor, Mrs. James P. Morgan, Mrs. E. H. Dunker, James P. Morgan, Mrs. Jerome Samet and E. J. O'Connor just before the dinner





White Wings of the big meeting: The Convention Committee—LeRoy Root, chairman; A. C. Burgund, Charles Fischbeck, P. E. Haebler, W. E. Klaas, M. Lemmeyer, M. F. Martin, W. P. Murray, Karl Voss and J. B. Walker

Uncle Sam Aids Flower Growing

by DR. E. N. BRESSMAN*

FUNDAMENTAL to the success of any program looking toward the attainment of closer ties between the American republics is the improvement of the economic welfare of the peoples of the New World.

The inter-American projects in the field of agriculture, which are in progress and which it is proposed to expand, are in keeping with the commercially developed and the undeveloped resources of the Americas.

In order to coordinate all phases of the program for encouraging the production of complementary products in the American republics, the Division of Latin American Agriculture was established in August, 1940, as a part of the Office of Foreign Agricultural Relations of the Department of Agriculture. The primary function of this division is to act for the department in supervising the work of the agricultural experts and scientists loaned to the American republics. In line with this function it also aids in the planning of the continuing developmental projects which it is determined to undertake following the completion of exploratory surveys. The division assembles field reports prepared by the missions sent abroad and supplements these with data obtained through research on the economic and trade phases of the projects.

Contact is maintained between the Division of Latin American Agriculture and the Department of State in regard to all activities of the Department of Agriculture in the other American republics. Contacts are also maintained between this division,

* Abstract from T. G. A. address.

1. Mr. and Mrs. Walter L. Fretz, Mr. and Mrs. Nathan R. C. Fretz and Mr. and Mrs. Thomas G. Ward
2. H. L. Brooks, John Pollock, Ben Friedman, Mrs. L. I. Furlager, Mrs. Deverage, Louis Deverage, Louis I. Furlager and Mrs. Eve Densen just before the banquet
3. Mrs. Karl Voss and Mrs. William P. Murray chat together before going to the president's reception
4. Cecil Rice and Mr. and Mrs. Merton C. Robbins, Jr., made up a popular group at the reception and banquet
5. Edwin C. Booth, Charles Swan, Alphonse Pillet, M. Coppola, George B. Laing and Dr. Theo H. Hoffman and Mrs. Edwin Booth, Miss Eleanor Bentz and Miss Josephine Coupey
6. A trio of go-getters: Joseph B. Scott, J. R. Boyd and Norman I. Swartout snapped at the presidential reception

acting for the Department of Agriculture, and such private concerns and individuals as interest themselves in the commercialization of the complementary products with respect to which research is conducted. The division also advises and cooperates with the Export-Import Bank in the various loan programs of the latter affecting the agriculture of the American republics.

Growing Flowers in the U. S.

by A. F. SIEVERS and ATHERTON LEE*

THE desirability of developing a domestic source of some of the important products used in the perfumery industry was recognized by leaders in this industry about 17 years ago when steps were taken to have the Department of Agriculture undertake a research program to determine the practical possibilities of producing in this country oil of rose, geranium, lavender, jasmine, lemongrass, clary sage and others. The A. M. T. A. provided a fund of \$10,000 in 1924 which was made available to the Division of Drugs and Related Plants for field expenses. The work was begun that year and continued until 1931 when the original fund was exhausted. Two additional annual contributions were made and in 1934 formal aid was ended.

During this period, the investigations were confined to a study of the possibilities of producing rose oil, geranium oil and lavender oil. Rose investigations were made in Corvallis, Ore., over three seasons. Steam distillation and solvent extraction methods were used. The results although not entirely conclusive suggested that in that particular locality the variety used (Ulrich Brunner, one of the perfume roses grown in France) does not yield nearly as much perfume as it does in France. Further the cost of growing roses in Oregon and elsewhere exclusively for perfume is too high to permit competition with European sources.

Experiments with rose geranium were conducted in three regions, central peninsular Florida, the Rio Grande Valley in Texas, and southern California. This plant requires a frost free climate to be grown as a perennial. The results of these experiments were quite conclusive and were published in *THE AMERICAN PERFUMER*, January, February and March, 1932. Briefly, they indicate that in Florida and southern California this crop has some possibilities but does not promise large returns and that in south Texas the frost hazard is too great.

The Puget Sound region was selected for the lavender experiments. This plant is a shrub cultivated mainly in France and Italy. It requires a climate that promotes shrub growth but the yield and quality of the oil distilled from the flower and flower stalks is improved by dry sunny weather during the flowering period. Both of these conditions prevail in the area selected. The results, also quite conclusive, have been published in *THE AMERICAN PERFUMER*, September and October, 1935. As a direct result of this investigation, the

collaborator has gradually been developing a commercial planting near Olympia, Wash., where last year, according to his report, he had about 50 acres of lavender in various stages under cultivation.

Several small jasmine plantings were made but the production of jasmine perfume was never considered feasible. Although one of the most valuable of all perfume products its production involves excessive hand labor. The cost of collecting the very small flowers would be prohibitive in this country.

Depilatories

THE unfortunate fact that a good many depilatories considerably irritate the skin has often been discussed. The difficulty in overcoming this detriment is due to the great similarity in chemical composition of the hair and epidermis, both of which consist of keratins and are superficially covered with an extremely thin layer of fats. Under the action of the alkali contained in the depilatory these fats are saponified. Not only the keratins contained in the hair will, therefore, be destroyed but also the keratins in the skin and irritation naturally follows. A number of preventives of this condition has been used, one patent having been granted for an irritation preventive consisting of emulsified colloids. Such preventives are based upon suitably treated casein in combination with resin, liquid paraffin, sweet almond oil or suitable combinations of tragacanth, glycerine, beeswax, paraffin, ischolesterine, corn starch, etc.

A patented white, non-drying depilatory which does not develop hydrogen sulfide when used is based upon a reaction of mercaptan carboxylic acid or its salts, with free alkali.¹ The quantity of alkali must be sufficient to give the product a pH of above 10. For instance, sodium diethioglycolate 2.5 is dissolved in water 20, to which is added slaked lime 5, and aluminum powder .2. The mixture is heated until the aluminum dissolves and this solution is worked into 62.3 parts of a suitable cream base.

A patented depilatory containing stannites² contains as a stabilizer a soluble alkali silicate of a pH below 12.6. The use of the odorless alkali stannites $\text{Sn}(\text{ONa})_2$ or SnO_2NaH represents a distinct advantage compared with the evil smelling alkali sulfides.

The following formulas have been suggested by Janistyn for liquid depilatories:³

Sodium sulfide chemically pure 8 to 10, sugar 8, distilled water 84. The mixture is bottled and a small quantity of paraffin oil added to insure better stability as the paraffin oil will form a preserving top layer. The mixture must be shaken before use.

Sodium hydrosulfide, pure 8, sugar 5, triethanolamine lauryl sulfonate 1, distilled water 86.

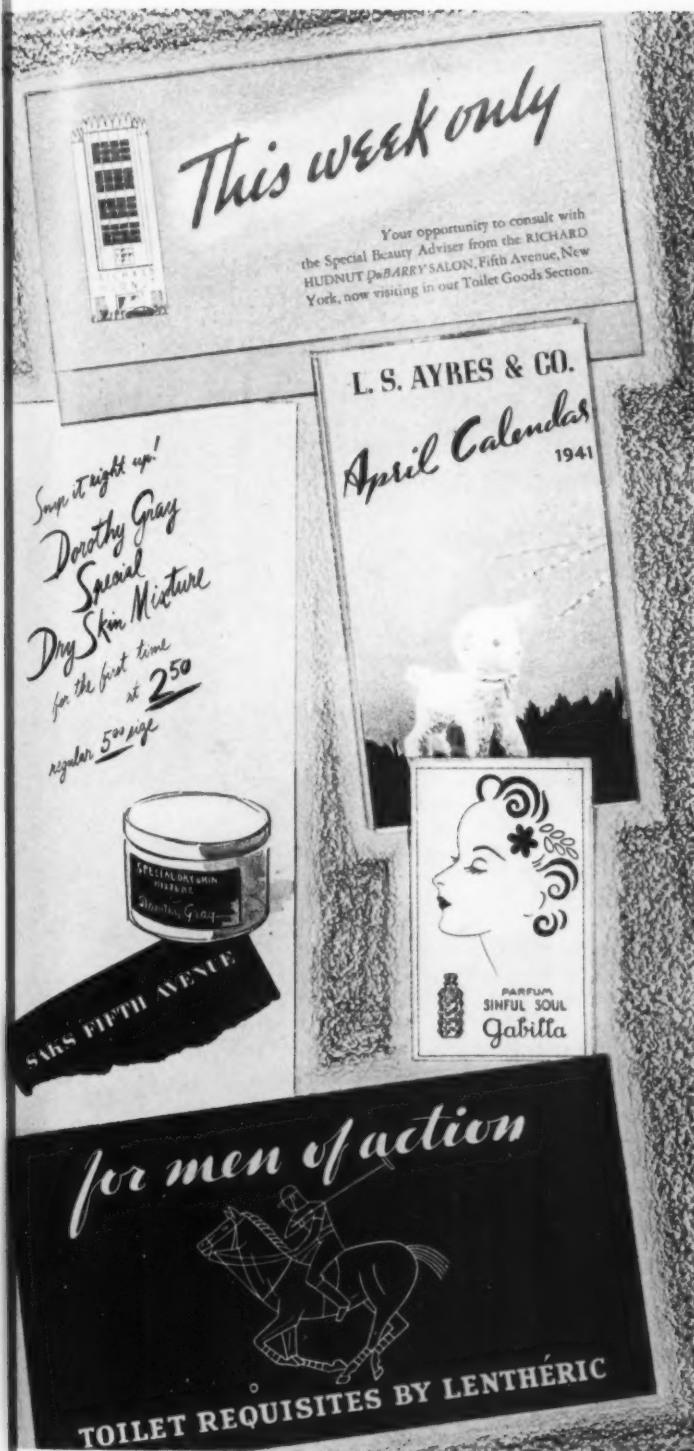
Sodium sulfide chemically pure 8, soluble starch 4, sugar 4, glycerine 5, borax 1, sodium lauryl sulfonate or Turkey Red oil 1, distilled water 75.—*Schimmel Briefs*.

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² U. S. Pat. 2,123,214.

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Examples of statement enclosures used by retailers, most of them prepared by manufacturers. At top is one for Richard Hudnut DuBarry salon, New York; center is a Dorothy Gray piece for Saks Fifth Avenue, an April calendar for L. S. Ayres, Indianapolis, Ind., a blotter scented with Gabilla perfume for Dickson-Ives, Orlando, Fla.; and at bottom is a Lenthéric flyer which has space for printing of a retailer's signature.

USING LETTER ENCLOSURES TO BUILD UP SALES

by NATHAN R. ABELSON

STATEMENT enclosures are a sort of "stepchild" in cosmetic promotion plans. Developed by public utility organizations as an economical and effective means for building good will and producing sales, statement inserts have taken an "on-the-fence" position in cosmetic advertising. Some use them, some don't. Many condemn them, others produce pages of traceable sales results.

Recently, some 85 key cosmetic manufacturers and department store cosmetic buyers were queried on the value and workability of cosmetic statement enclosures, sometimes called flyers. Their replies provide an insight into the "pros" and "cons" of this extremely touchy subject.

APPEARANCE OF ENCLOSURES

Dwelling briefly on format, we find that statement enclosures show a striking similarity to much of the point-of-sale material now in use. (For a detailed description of format, see *THE AMERICAN PERFUMER*, March 1941, page 33.) Color, scented papers, tissue and thin papers, freakish typography, fine art work, novel folds and die cuts—these plus many variations are embodied in current pieces. More important than size and shape are results, "danger-points," dealer benefits and objections.

SURVEY OF ENCLOSURES' RESULTS

Let's examine the survey recently conducted by Richard Hudnut, Inc.* Thirteen dealers—supplied with 131,200 imprinted statement enclosures—were checked, at an estimated cost to Hudnut of \$281. Here are the results—favorable and unfavorable:

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continuance of manufacturers' statement enclosures.

f) Nine of these 13 dealers were indifferent or negative to statement enclosures.

g) Two "questioned" whether better results could have been obtained by another form of advertising.

h) Seven said better results could be obtained through media—four specified "newspapers," one "samples," one "newspapers or samples—preferring samples," and one "newspapers or radio."

i) Seven would *not object* if statement enclosures were discontinued and other advertising offered in their place.

j) One would prefer additional advertising, but suggested if enclosures were continued they should be on "hot-selling items," not introducing new ones.

MANUFACTURERS' VIEWS OF ENCLOSURES

And how do manufacturers side on statement enclosures? Mostly "pro" with comments from Bourjois and Lenthéric adding weight in favor.

Bourjois: "We use a considerable quantity of statement enclosures on our various products in the course of a year. These are sent only on order, so that we assume they are favored by the trade.

"Roughly, we send out about ten or twelve million statement enclosures a year. The majority of these are imprinted with the store's name, and in many instances their own signature slugs are used.

"On one of our major promotions we may have demands for as many as 1,500,000 folders, varying in cost from \$1.50 to \$5.00 per thousand, including the cost of imprinting."

INSERTS USE 16 PER CENT OF ADVERTISING BUDGET

Lenthéric: "We feel that statement enclosures represent a very valuable advertising medium, and we offer distributors a very comprehensive group of flyers on the entire line. A great deal of time and thought are put into their make-up, and approximately 16 per cent of our advertising budget is expended on them.

"New flyers are frequently introduced to meet seasonal demands or to dramatize new presentations. At Christmas time we prepare an elaborate brochure covering all gift items, with the front and back pages done in color, and the inner section done in black and white. This is quite famous in the trade, and is undoubtedly responsible for a great deal of extra holiday business."

WHAT DEPARTMENT STORES THINK OF INSERTS

Department stores—probably the fastest-moving outlet for cosmetic products—came through with varying degrees of hot and cold and some hidden suggestions for possible improvement.

"We do use quite a few statement inserts on cosmetics and almost every month we have something from our cosmetic department in our own statement insert.

"Although we question, generally, the value of inserts in statements, there is no doubt that some specific inserts do bring fairly good results, particularly through our mail order department."—A mid-western department store.

"On the whole, we think that statement enclosures

are good business-getters, and of much help in creating interest in any one article.

"With our April 1 statements we enclosed a perfumed blotter. Although the office informs us there have been a number of adverse comments, we feel that it was a good idea as the sales of this particular perfume have increased considerably since the first of the month, and we have had no end of inquiries."—Dickson-Ives Co., Orlando, Florida.

"We do not use any individual enclosures from manufacturers but use what we consider the best on our own enclosures. We have found this brings good results and is the main reason for its continued use."—The Higbee Co., Cleveland, Ohio.

What are the primary objections to statement enclosures and what are "danger points" that cosmetic manufacturers should be aware of? Look down this list. It provides a clear picture of dealer opinion on what is and is not acceptable.

OBJECTIONS TO ENCLOSURES

a) Many stores like to create material that presents merchandise from their own point of view. Such literature is frequently uniform in size and appearance and thus assumes a strong identifying character.

b) Dealers, especially department stores, are only interested in promoting timely, seasonal events each month. Thus, material conflicting with these promotions is usually thrown aside.

c) In an attempt to build store reputation through institutional advertising rather than varied products, quite a few organizations refuse material that does not attempt to sell the store rather than the product.

d) With the advent of private brands, many outlets push their products over advertised goods. The result is an almost total abstinence from outside promotion material.

e) Often, a store will advertise only those products for which it is the exclusive local distributor.

f) Unless a product has volume sales possibilities it is quite often relegated to "back position."

g) Competition for space in the envelop is keen. Unless the enclosure is both attractive and profitable, the outlet will turn thumbs down on its use.

h) Generally, department stores are unwilling to pay even part of the cost of the preparation or imprinting of manufacturers' folders.

i) Many stores do not want prices in manufacturers' enclosures.

j) Serious objection is voiced to enclosures that advertise products which the outlets do not stock.

k) To be used for monthly mailings, the enclosure must be cut to fit in the envelop. The safest plan is to make the folders not more than six inches by three and one-quarter inches.

l) Don't expect any benefits from heavy enclosures. Most stores prefer single leaflets, single postcards, double postcards or small folders so that other material may be enclosed as well.

CONCLUSION

With all these opinions and facts in mind, it appears futile to attempt any definite "yes" or "no" answer on statement enclosures. Certain cases will warrant expenditure on this medium. Much depends on careful, considerate planning plus dealer acceptance and cooperation.

GOVERNMENT OFFICIALS SPEAK AT F.E.M.A. MEETING



President J. H. Beach calls for utmost cooperation

CLIMAXING a record convention, the members of the Flavoring Extract Manufacturers' Assn., at the close of the 32nd annual convention in Atlantic City, N. J., June 18, reelected the popular and dynamic John H. Beach as president for the ensuing year. The election represented the wishes of all of the members, they having had an opportunity to express their choice by mail ballot and otherwise to the nominating committee, comprised of William A. Upham, Clarke C. Nowland and William F. Fischer, who were appointed a month prior to the meeting. In the future, this plan of electing officers will be followed.

The association also added an advisory committee to cooperate with the officers and the executive committee in handling the diverse and complicated problems constantly arising to plague the industry.

NEW OFFICERS

The complete roster of officers follows:

President, John H. Beach, New York, N. Y.

First vice-president, George M. Chapman, Chicago, Ill.

Second vice-president, William B. Durling, Chicago, Ill.

Third vice-president, Garret F. Meyer, St. Louis, Mo.

Secretary, E. L. Brendlinger, Norristown, Pa.

Treasurer, Leland P. Symmes, Springfield, Mass.

Executive committee: John N. Curlett Baltimore, Md.; C. W. Foss, Portland, Me.; Lloyd E. Smith, Brooklyn, N. Y., and C. E. Langfield, Northville, Mich.

Advisory committee: Dr. Clarke E. Davis, Brooklyn, N. Y., chairman; George M. Armor, Baltimore, Md.; George H. Burnett, Boston, Mass., and W. F. Meyer, St. Louis, Mo.

1. John S. Hall analyzes numerous knotty legal problems
2. Dr. J. W. Sale answers many questions on labeling
3. Ole Salthe says that stricter regulation is likely
4. Paul T. Truitt urges elimination of trade barriers
5. Dr. Allen A. Stockdale speaks for America first
6. Prof. L. E. Tice lectures on gelatin in flavors
7. George H. Burnett protests against high alcohol taxes
8. Leland P. Symmes checks over the association finances

*Close cooperation with government
fostered by association working to
advantage of both . . . Highlights*



The executive secretary and general counsel is John S. Hall, whose office is in Chicago, Ill.

NOTABLE INCREASE IN MEMBERSHIP

As chairman of the membership committee, Lloyd E. Smith introduced 20 new members: 6 active and 14 associate. The association now has 214 members comprised of 126 active and 85 associate members and two honorary members. The net increase in the year was 17.

In reviewing the activities of the association in the past year, President John H. Beach paid deserved tribute to the work of Dr. Clarke E. Davis, John S. Hall, E. Leidy Brendlinger, George H. Burnett, Leland P. Symmes, George M. Armor, Dr. James M. Doran, Howard L. Jenks, G. J. Waeglin, C. L. Fardwell, Lloyd E. Smith, Louis A. Rosett, Dr. B. H. Smith, William B. Durling, George M. Chapman, John N. Curlett, Leslie S. Beggs, Dr. J. W. Sale, Ole Salthe, Ray C. Schlotterer and Dr. W. G. Campbell for their services on behalf of the association and the industry in the last year.

In the past year only two states have enacted revised food, drug and cosmetic acts—Oregon and Tennessee—it was reported by John S. Hall, counsel and secretary. The significant part of his ably considered address dealt with the necessity for maintaining contact between the defense authorities and the industry and of the need for research on substitute materials. Voluntary restrictions as to size, style and model of containers were also suggested.

ALCOHOL TAX REDUCTION

As to alcohol tax reduction through the medium of a differential, it seemed that the yeoman service done by the association officers and the alcohol tax reduction committee might bear fruit. The revised 1941 revenue bill may not be passed until Sept. 1.

Dr. F. J. Cullen pointed out that alcohol is the best solvent and preservative for medicines, but the alcohol tax is getting prohibitive and therefore the Proprietary Assn. is working with the F. E. M. A. on the problem. He held that state laws should not include whims of enforcing officials.

Prof. L. F. Tice then gave an illuminating exposition on the use of gelatin in emulsified flavors. A great deal of interest was manifested and reprints of an article by Dr. Tice on the subject were distributed to the delegates.

Dr. Clarke E. Davis reported that sales of advertising in the proceedings totaled \$3,000. William Geagley, the next speaker, pointed out that no other industry is so vital as the food industry and that the commercial success of many prepared foods is due to their flavors.

TRADE BARRIERS

Paul T. Truitt discussed trade barriers. Through cooperation with federal and state officials, a determined effort is being made by the U. S. Interdepartmental Committee on Interstate Trade Barriers

To the strains of "For He's a Jolly Good Fellow" in which many voices joined, President John H. Beach took his place as toastmaster at the colorful annual banquet at the Traymore ▶





to achieve a greater degree of coordination which will permit a freer flow of interstate commerce.

Allen A. Stockdale of the National Assn. of Manufacturers took as his theme, "What Are We Defending?" It was in the nature of a patriotic address.

Ole Salthe had some practical suggestions for improving relationships with government enforcement officials, and Dr. J. W. Sale discussed current labeling problems. Following the latter's address, Dr. F. M. Boyles read prepared questions and Dr. Sale answered them.

The final meeting of the convention was an executive session for active members. It included reports by: C. L. Fardwell of the Legislative Committee, Howard L. Jenks of the Bulk Sales Promotion Committee, Louis A. Rosett of the Scientific Research Committee, Dr. B. H. Smith of the Standards Committee, William B. Durling of the Trade Relations Committee, George M. Chapman of the Transportation Committee and John N. Curlett on the annual convention of the U. S. Chamber of Commerce.

Entertainment included practically all of the vari-



Fine fellowship and good spirits were had by all who called on Gen. Edward S. Knisell at "headquarters"

1. George H. Burnett and E. Leidy Brendlinger take an early morning stroll on the boardwalk
2. William F. Fischer, Miss Alice Custer and Miss Margaret Herbert efficiently register all conventioners
3. Alexander Cohen, F. W. Heine, Eric Vles and F. C. Brown off to the beach to see the bathing beauties
4. Ray Schlotterer and Dr. F. J. Cullen compare notes over a cup of tea or something in the patio
5. Mr. and Mrs. William Kiefer and Mrs. Harry Heister enjoy ocean breezes in a rolling chair on the boardwalk
6. Joseph Cunningham after his golf victory is treated by Dr. E. J. Shanly and C. Mason Tucker
7. Counsel John S. Hall, President Beach and Vice President Francis T. Dodge at 9 a. m., opening day
8. Tennis lured Carl K. Wellenkamp, J. Leslie Hindle, C. Loyd Fischbeck, Gert Keller, T. H. Garlick and Alfred H. Moeller. Did the younger men win?
9. C. L. Lightfoot relaxes after managing the most successful golf tournament in the F.E.M.A.'s history

ous attractions available at the popular seaside resort. Sunday evening, June 15, an informal get-together was enjoyed at the Hotel President.

The attractions of the Club Babette lured the party to a dinner-dance on Monday evening and Tuesday evening the annual banquet was held, at which President John H. Beach presided.

GOLF AND BRIDGE PRIZES

Golf prizes were presented by Philip I. Heuisler, Jr., to the following:

Capt. Joseph Cunningham, low gross. This gave him permanent possession of the Bernard H. Smith cup which he has won three times.

Other prize winners were: James F. Whitescarver, Ralph M. Stevenson, Clarke Nowland, C. E. Lang-



1. John N. Curlett, national councillor, U. S. Chamber of Commerce, gave a good review of the recent convention
2. William B. Durling, chairman of the Trade Relations Committee, presented an especially significant report
3. Rufino Cagigal, Jr., an authority on vanilla beans, clarified the present situation in informal discussions
4. Michael Cortizas, president of the Vanilla Bean Assn., had much to contribute in the way of useful information
5. Louis A. Rosett received orchids for his splendid report on research work in a special resolution of thanks
6. F. W. Stechmann, Jr., and Louis Gampert discuss the task that confronts suppliers in the trying months ahead of us
7. Dr. Bernhard H. Smith, chairman of the Standards Committee, suggested standards for vanilla and vanilla sugar
8. Leland P. Symmes, treasurer, reflecting on the fine increase

field, H. R. Turner and also Harry W. Heister.

Bridge prizes for the women were awarded to: Mrs. Percy Storr, Mrs. George Armor, Mrs. R. D. Pinnock, Mrs. Clarke Davis, Mrs. Thomas Bennett, Mrs. Frederick Cullen.

The complete success of the convention was due to excellent team work, careful planning and hard work on the part of the various chairmen of committees. The convention committee was comprised

9. E. Leidy Brendlinger whose executive genius did much to insure an enjoyable time for everyone at the meeting
10. M. C. Albrech, D. R. Pinnock and G. S. Balch discuss the possibilities of enacting an alcohol tax differential
11. Vice President Francis T. Dodge and Dr. Clarke E. Davis discuss trends in municipal, state and federal legislation
12. Ralph W. Bush sensibly lays aside the cares of business to glance at a booklet on the attractions of Atlantic City
14. William Lakritz, Dr. Alexander Katz and Leonard Katz flew to the Atlantic City meeting from the Pacific Coast
15. George M. Armor, former president, whose counsel is sought alike by business men and government officials
16. E. Brough of Cleveland chats with George M. Chapman of Chicago, vice president, business executive and poet

of E. Leidy Brendlinger, chairman, and Dr. Clarke E. Davis. The former supervised the entertainment features and the latter the business program. William F. Fischer was chairman of the Registration Committee; C. L. Lightfoot was chairman of the Golf Committee; Edward S. Buckley was chairman of the Night Club Committee; Leslie S. Beggs was chairman of the Banquet Committee; William Triest was chairman of the Dance Committee; Dr.

Frank M. Boyles was chairman of the Publications Committee; Mrs. Clarke E. Davis was chairman of the Ladies' Reception Committee; and John Ogden headed the committee which selected favors for the ladies. Brigadier Edward L. Knisell as usual ministered to the universal need of most of the members with his usual skill. Joseph A. Gauer was sergeant-at-arms and was assisted by Edward S. Buckley.

Beach and Davis

by GEORGE M. CHAPMAN

I'd like to have you know Beach and Davis
Are just the sort of men we need to save us.

They always do the sort of job that's needed
Regardless of the way the garden's seeded.
If the weeds should start to grow,

These two men will always know
Which are thistles, which are flowers.

We are glad that they are ours.
They are extract maker powers—Beach and Davis.

Importance of Flavor

IN a publication issued by the Bureau of Home Economics of the U. S. Department of Agriculture entitled "Are We Well Fed," it was estimated, on the basis of a national survey made in 1935-36, that about one-fourth of the families in the United States had diets that nutritionists considered good; more than a third, diets that were fair; and the remaining third, diets that were poor. Clearly we have not solved our food problem. Here is a challenge to both government and industry.

Manufacturers of flavors have a vital interest in the nutritional program for while their products may not contain any material amount of fats, carbohydrates, proteins, minerals, vitamins, or other nutritive elements, they do add a most important factor—"flavor"—for of what value are the nutritive elements if the flavor is not right?—*Ole Salthe.*

Scenting Woods

SEEKING improvements in the scenting and uses of scented woods, Dr. Ralph Bienfang, professor of pharmacognosy, University of Oklahoma, proposes choosing a wood for its beauty and workability and then impregnating it with a desired aromatic. He suggests that quartered sycamore, a wood with the sheen and appearance of a leopard skin, might be given a pleasing scent; also that red cedar, used in the panelling of closets as a moth preventive, might be made blonde to satisfy the present-day demand for light and then be reimpregnated with oil of red cedar. Other possibilities, according to Dr. Bienfang, are scented wood figurines, scented gavels for women's organizations, or even a screen door made of a wood impregnated with a non-offensive fly repellent.

He advises that wood be chosen for any particular purpose on the basis of its grain, specific gravity, workability, etc., and then that it be impregnated with the scent desired. He cites the use of



A gavel made of scented wood would appeal to women's clubs

white sandalwood and camphor wood for chests and boxes and expresses the opinion that these could be improved upon by analysis and recombination or synthesis and new combination.

Colognes

ALTHOUGH simple in itself, the composition and manufacture of a really first class cologne offers quite a few difficulties. One of the most important points to consider is the aging of a cologne, this being marked by two principal phases, namely, the chemical rearrangement of the various aromatic ingredients, and the influence of the oxygen contained in the air upon the entire mixture. For aging purposes, a first class cologne should be stored in wooden casks for from three to six months.

Inasmuch as the modern cologne is to be considered less of a perfume than of a toilet water, its effect should not be too lasting. The most popular notes seem to be lilac, orange and peach blossoms, magnolia, chypre, fougère and ambra with varying intonations reminiscent of the old-fashioned eau de cologne which, however, often is even completely omitted. The addition of such eau de cologne characters yields interesting top notes varying from a refreshing delicate lemon note to a strong floral or spicy aromatic effect. Small additions of synthetic otto of rose, ylang ylang or jasmine yield interesting nuances, as do also oil coriander, verbena, thyme, melissa, rosemary, etc.

Among suitable fixatives are the resinoids benzoin Siam, olibanum, Tonka beans, and from among the synthetics, benzyl isoeugenol, methyl naphthyl ketone and mugutal.—*Schimmel Briefs.*

Mudpacks

MUDPACKS and similar procedures are in effect warm local baths which excite perspiration. They act to cleanse the superficial skin by their physical effect, and by reason of the chemicals included in their formulation.—*Dr. Herman Goodman.*

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON DENAVARRE



Be Prepared—Germany has invaded Russia—a country from which we received a small percentage of our aromatic supplies. Of the countries not invaded there are today, China in part, Japan, the East Indies and India. (Africa must be discounted for the time being.) Some supplies are still coming from these countries, but no one knows how long they will continue to arrive.

But the point that I am trying to get across to you is that, in spite of the fact that you may now be using domestic materials, you should work out at least one substitute and preferably more. These are trying times and everyone must be prepared to face changes in formulation.

Every manufacturer, regardless of the kind of supplies he has been making, is encountering some of the following difficulty: normal production of say formaldehyde is 1000 pounds; it supplies all normal needs; but let us assume that methanol is the substance from which formaldehyde is made, and that there is now from ten to many times more need for methanol in "defense" work—what happens to formaldehyde? There is a shortage all down the line and this is felt by makers of all kinds of industrial objects all the way through cosmetics. A shortage in ammonia is felt in materials such as salts of ammonia, triethanolamine and a host of chemicals made from either liquid or gaseous ammonia. If nitric acid becomes hard to get, then all chemicals made

from or with it become scarce, including nail lacquer, artificial musk.

The government transfers some oil tankers and the Atlantic Coast may face a shortage of fuel oil, gasoline, paint thinners and solvents, chemicals made from petroleum like many of the well-known glycols, emulsifiers, fumigants, intermediates for chemical synthesis of perfumes and drugs, plasticizers and solvents for nail lacquer, water soluble waxes and so on to the end.

Every cosmetic manufacturer should plan his future on the basis that this country will have total war . . . soon. This column has advised you, for the past two years, to work out substitutes in both materials and in manpower. That still goes.

Research—This country could be in a much better position on many cosmetic materials (among others) if industry assumed its obligation to the consumer. As an example, a lavender project in the Pacific Northwest, that could in the course of time supply a suitable quality—yes and even perhaps a sufficient quantity—of lavender oil, has died because our perfumery experts have termed the oil NOT SUPERIOR to foreign oils and didn't give a *dem* if the poor guy got the weeds out of the plantings or not. A vetivert project has trickled along for the past 10 years with about as much interest shown in it as in last Sunday's funny paper. A man produces a mucilage from a waste sea

weed. The material has a lot of application and is in fact superior to many natural gums because of the ease of controlling uniformity. The manufacturer couldn't give it away. *Then came the war.* NOW everybody is interested in everything. But the vetivert project will take years to develop; the lavender project has been buried and the food industry took up all of the mucilage substitute.

If the cosmetic industry ever wakes up to the fact that it is past 21 years of age and now has responsibilities, maybe something will result that can profit everyone.

There is a need for real research—not just to produce a better finished cosmetic, but to produce better materials as well. (There is also a need among buyers of materials to show more than casual interest in new things.) Many waste plant materials might be processed to produce substitutes. There must be other alkaline materials beside potassium and sodium hydroxides or triethanolamine. There are a number of materials possessing hygroscopic properties besides glycerine or glycol ethers. There must be emulsifiers other than those commonly used. If gasoline can be cracked up into smaller molecules, then other products (like cottonseed oil) can be reduced to produce valuable soap ingredients. Fermentation has yielded valuable solvents and chemicals; fermentation might be able to produce other useful materials. Chemicals replaced a large proportion of natural products in perfumery after the last war and they should even moreso after this war because of easier methods of synthesis.

Each manufacturer should invest in research to the tune of a minimum of 2 per cent of total sales and it may amaze you how profitable a larger investment may be. This investment is practically compulsory because manufacturers either imply or boldly

claim to their consumers that they are making the cheapest yet best product money can produce. And I ask you, *howinell* can you be making the best product that money can produce when you ain't even trying to make a better one? If you don't believe it, change places with the host of salesmen selling raw materials and see how well a change or new idea is accepted . . . just as well as a mother-in-law who comes for the summer!

Hair Waving—If you haven't yet tried water soluble resins in place of gums for making hair waving fluids, you are due for surprises. Solutions of mannitol and sorbitol borates (2 per cent) reduce the drying time to beat the band. But don't fortify or thicken with gums, or the drying time jumps right back to 45 minutes and more. Sure, the beauty shop gals are accustomed to a thick fluid . . . but who got them that way? You did! And you can get them to like a thin fluid, too, if you go about it properly. What are you going to do when there isn't enough gum on the market to go around?

Using Flavor Oils in Dentifrices—If soap is replaced in either paste or powder dentifrice by one of the newer soap substitutes that foam better than soap itself, it will be found that 2 per cent of soap substitute will replace double that amount and more of soap. In addition, it will take less flavor oil to do the same flavoring job because "wetting agents," as some of the soap substitutes are called, do not have the destructive effect on flavors as that produced by soap. Several such soap substitutes have been mentioned in this column from time to time.

Future Creams—There probably will be no shortage of water, even during total war; hence the wisdom of using more water in creams. This can be achieved by several means. Liquid creams containing more water than fats is one way of doing it. Self-emulsifying glyceryl monostearate and similar stearates can be used in making creams containing more than 50 per cent water. Absorption bases will tolerate a lot of water. Cold creams can be made to hold more water with less beeswax (thus conserving beeswax). Creams can be emulsified in other ways than with borax alone, you know.

QUESTIONS & ANSWERS

352. Non-Greasy Lipstick

Q: I would greatly appreciate it if you could suggest to me a formula for a non-greasy lipstick and a process for starting experiments. B. M., Ind.

A: It is difficult, if not impossible, to recommend a formula for a non-greasy lipstick. The term non-greasy is not definite enough. You might try solidifying mineral oil with 30 per cent or more of beeswax as a base for your experiments. You can then modify this base to suit your particular requirements. Lipstick usually contains approximately 10 per cent of insoluble lake and about 2 per cent of bromo acid. It is now possible to use specialty bromo acid solvents, several of which are available on the market. The names of these have been sent to you under separate cover. The procedure for manufacturing a lipstick has been outlined to you in detail in a letter.

353. Foaming Oil Shampoo

Q: We would like to prepare a shampoo and have the label read "foaming oil shampoo." Could you tell us the minimum quantity of sulfonated oil that would have to be added to a soap or soapless shampoo in order to have the label read in this manner? Can you also give us information on how we can prepare ammonium ricinoleo-sulfate? We have done some work with sodium alginate in wave sets but find that the alginates will not tolerate more than 5 per cent alcohol. We have tried methyl cellulose which will not tolerate alcohol either, but in addition it leaves a residue on the hair which is very undesirable. Perhaps we should use ethyl cellulose instead. Can you give us the name of a supplier of sesame oil and soybean oil of cosmetic grade? We find your magazine a fine publi-

cation and appreciate your kind assistance. G. B., Ky.

A: In the labeling of a foaming oil shampoo there is no definite requirement set up for such a product. The compound should be an oil and it should possess definite foaming properties. As for the alcohol tolerance of alginates, the particular grade we have worked with will tolerate approximately 25 per cent of alcohol. The name of this supplier was sent to you by letter. Ethyl cellulose is not soluble in water. It is soluble in alcohol but precipitates upon addition of water. We doubt if it will serve your purpose. The suppliers of sesame and soybean oils of high quality are likewise sent by letter. Rather than make ammonium ricinoleo sulfate, we suggest that you purchase this material. The name of the supplier is included.

354. Dental Plate Filling

Q: What is the composition of pastes used as temporary dental plate filling? Can you suggest a formula? I. M., Ind.

A: This is considerably out of our line and we must confess that we are not acquainted with the preparation you describe. Keep in mind that most dental plates are made from synthetic plastic materials. When compounding any mixture to be applied to such a plate, particularly a mixture using volatile solvents, be sure the solvent does not attack the plate and cause warping and cracking. You might try making a paste with gutta percha containing some inert pigment along with other substances which when warmed in hot water can be applied as temporary filling material for the plate. If you contemplate selling such a commodity, we suggest you investigate carefully because the idea does not look very sound to us.

Packaging

Portfolio

1 HOUBIGANT, INC.: To the Translucid line introduced earlier this year, sun filter lotion and eau de cologne are added. The same packaging motif is used.

2 HENRIETTE: Loves Me — Loves Me Not, a golden compact, has a cover with a daisy design over which a ball rolls to the "Yes" and "No" points of the flower.

3 ELYSEE: This new firm launches a line of toilet waters, in six odors, with golden caps, labels, cartons. Distribution is through department, drug stores.

4 FRANCES DENNY: Convoy Bag is a streamlined compact bag with a removable tray holding seven cleansing and make-up items. It comes in four shades.



5 BABANI: To Mon amie Elizabeth which appeared a few months ago in its American version, this French firm adds American-made Ming perfume, toilet water.

6 SOLON PALMER: This Ascot Service Kit for boys in training camps contains shaving soap (wooden bowl), talcum, after shave lotion. It is packed for mailing.

7 POND'S EXTRACT CO.: A new dry skin cream, pale gold in color, contains homogenized lanolin. It is launched in a white jar with new blue label and cap.

8 LENTHERIC: This firm's new bubble bath salts are available in five fragrances. They are presented in eight-ounce bubble-print flacons with blue labels, caps.

9 BATHASWEET CORP.: A bubble bath and shower mitts, both in two odors, are the newest products of the firm which is known for its perfumed water softener.

10 YARDLEY & CO.: A compartment in the lid for extras and nine beauty aids feature Beauty Bandbox. The blue, red or black bag has a knotted strap handle.

11 REVLON PRODUCTS CORP.: Pedicase, in red or blue faille with rayon lining and zipper closing, contains eight essentials for a pedicure, including enamel.

12 XANDRA, LTD.: Sachet is placed in a zipper compartment of this permanent sachet mitten of terry cloth and rayon taffeta. Sachet refills may be obtained.

13 DAGGETT & RAMSDELL: The Mountain Heather line consists of cologne, bath powder and talc. Pink shades are used for the packages, with lettering in white.

14 KAROFF, LTD.: A cologne bottle in the shape of a tennis racquet is one of the novelties from this firm which employs unusual containers for perfume, toilet water.





EDITORIALS

OIL SANDALWOOD, U. S. P.

THE fact that leading pharmaceutical houses of the country continue to buy sandalwood oil in very substantial quantities would seem to be ample evidence that this product is of importance to the medical and pharmaceutical professions even though it is not actually a specific in the treatment of genito-urinary diseases.

Copies of monographs on other essential oils which are being retained in the revision of the *United States Pharmacopoeia* have just been distributed. In looking these over one cannot escape the conviction that if the reason for removing sandalwood oil is sound, then it is equally valid for removing most of them to some other compendium.

In these difficult times when orders may be placed for large quantities of sandalwood oil at short notice it would surely seem to be the part of wisdom to afford pharmaceutical manufacturers as well as the United States Services the protection from inferior materials which the standardization offered by the *United States Pharmacopoeia* definitely assures.

Even if sandalwood oil were included in some other publication having official status, the protection afforded could hardly be as good since the well deserved prestige of the U. S. P. automatically assures the best quality being made available to the consumer. This instinctive desire to give quality may be said without exaggeration to apply only to the *United States Pharmacopoeia*. It is therefore earnestly to be hoped that the Committee on Revision will reconsider its decision to withdraw it.

ELECTING ASSOCIATION OFFICERS

TO the irritating charge that often arises that officers selected by the nominating committee of an association may not represent the wishes of a majority of the members, the Flavoring Extract Manufacturers' Association has found a sensible and practical solution. Its officers genuinely represent the wishes of a majority of the members.

In the past, as in the case of most associations, it was customary for the president on the opening day of the annual meeting to appoint a nominating committee. This committee duly made up a single

roster of officers which was duly presented to the members on the last day of the meeting and duly elected. A ticket so presented is always elected. Nomination by the nominating committee is virtually an election because there is no alternative. It would take a hardy member to rise in the meeting on the last day to oppose the nomination of any given officer for any reason, sound or otherwise; and few court the criticism such an act involves.

Sensing that the choice of a nominating committee might not be acceptable for various reasons, the F.E.M.A. this year put into effect a new plan to more accurately reflect the wishes of a majority of its members in the selection of its leaders. Under this plan the president appoints a nominating committee a month in advance of the annual meeting. Members are then contacted by mail and otherwise and their choice for various officers is obtained. A ballot box is open also at the meeting to receive votes of any who did not write or otherwise express a choice. From these preferences by the members, the nominating committee submits on the final day of the meeting the slate of new officers. The slate of officers submitted is elected as it always is. The difference between it and the former method is that the officers elected unmistakably represent the choice of a majority of the members of the association.

THE TREND OF PRICES

FROM the welter of statistical data that comes from various responsible sources, it appears that commodity prices all over the United States advanced in the last month; and it will be surprising if they do not advance higher in the months ahead because of higher production costs if not from the pressure of a greater demand. When it is remembered that supplies generally are none too plentiful and that in many cases production is on a hand-to-mouth basis, it is difficult to see how prices can be maintained at their present levels for many months. What the future holds is uncertain. The growing practice of manufacturers discussing their requirements for six to nine months ahead with their suppliers has much to commend it. Planned schedules help to insure an orderly flow of needed materials. They also tend to stabilize prices.

Flavors

FACING THE FACTS ON VANILLA

THE vanilla bean market hinges so closely on the state of war at any given moment, that it is virtually impossible to forecast what may happen. However, if we take it for granted that Britain will continue to control the seas, and if she continues the blockade of Madagascar and the neighboring island, vanilla must continue on a famine basis.

However, whatever may occur, we will not for a long time have what is called a low market. First, on account of the export taxes which have been increased considerably to support the islands, this being the only means used to collect revenue.

The immediate future of the market naturally depends on the Bourbon situation, since about 60 per cent of our vanilla bean requirements have, in the past, come from Madagascar and the French possessions in the Indian Ocean. If no Bourbon beans arrive over the balance of the year, we are going to be faced with a high market.

Keep cool, don't buy unreasonably, watch inventories and stop speculation. As a nation, we cannot afford to become emotionally unstable.

RECORD IMPORTS IN 1940

The normal imports of all grades of vanilla beans usually average about 1,000,000 pounds yearly, some years less and some years a little more. In 1940, United States imports of vanilla beans were 1,309,855 pounds, valued at \$4,913,133. The following import statistics would indicate that this represents a figure greater than the imports for any calendar year since 1935:

| | |
|------|----------------|
| 1939 | 1,017,948 lbs. |
| 1938 | 1,024,728 " |
| 1937 | 995,645 " |
| 1936 | 1,165,424 " |
| 1935 | 828,625 " |

It should be made clear that the 1940 total showed

* Report to F.E.M.A.

As long as blockade lasts vanilla will be on famine basis . . . Mexico's 1941 crop . . . Higher prices probable

by RAY SCHLOTTERER

Secretary, Vanilla Bean Assn.*



During the curing process, vanilla beans are sweated either in blankets or strong wooden boxes covered with straw mats

a large increase of beans coming from Mexico, Tahiti and Java, with Tahiti products showing the largest percentage of increase. During the period between 1935 and 1939, Tahiti imports averaged 25,000 pounds per year, and rose in 1940 to 150,000 pounds.

IMPORTS LESS FOR 1941

It is estimated that the vanilla we will have received this year from all sources available, barring the normal shipments from Madagascar, will amount to possibly 800,000 pounds. This represents a shortage of about 20 per cent in the average amount usually received, although it approximates our total imports in 1935.

Though the picture at present looks black, we must not overlook the fact that there is always a chance of vanilla being received from Madagascar, Reunion, or the Comoro Islands by passing through the blockade; or even of having the blockade lifted, in which event perhaps 300 tons of beans would come to this country from the islands mentioned. Even though late, arrival of such a shipment would have a psychological effect on the market, meaning at least a temporary break in price.

The Vanilla Bean Association of America has been pleading all along with the British officials in this country and the Department of State, in order to obtain from the former transportation permits, and from the latter their support of the efforts of the Association.

NAVICERTS REFUSED BY BRITISH

In spite of repeated petitions on the part of the association, and on the part of individual importers, the British government has not agreed to issue navicerts for the exportation of vanilla beans from Madagascar. Without British navicerts, steamship lines are unwilling to load vanilla, and even though carriers could be obtained, the risk of importing would be too great, since without navicerts, insurance companies in this country will not insure importers against seizure by British war vessels.

On the other hand, it is known that Madagascar is exporting to America other commodities for which permits have been granted, and there is the possibility, remote at the moment, that vanilla may yet be included among these commodities.

Added to the difficulty is the restriction placed by our government on the transfer of free funds to belligerent countries. France and its colonies fall into this classification. Growers and shippers in the French colonies have no desire to make any shipments without receiving payment for same against the necessary documents.


PROSPECTS FOR THIS YEAR

What can we expect in the way of quantity, quality and price levels on the product from Mexico, Tahiti and the West Indies?

The Java crop, being still in the early stages of development, can be counted on to produce only about 40,000 pounds this year. In attempting predictions of the 1941 Java crop, we must take into consideration the report of curers that their vines

vanilla beans

ALL VARIETIES



imported direct from all primary sources of supply

M. Gortizas Co.

800 N. DELAWARE AVE., PHILADELPHIA, PA.

CABLE ADDRESS: GALGICA
CODES: BENTLEY'S SECOND PHRASE AND PRIVATE

suffered damage last season by a severe dry spell. The first shipments of the new Java crop should be ready by September.

MEXICO'S 1941 CROP

This season's Mexican crop will amount to 500,000 to 550,000 pounds. Most of it has already been sold for American consumption.

Due to the early picking of the green vanilla last season, which did not have time to mature properly, the quality of the expected Mexican crop is considerably below par this year, and is going to cause both importers and manufacturers some loss due to spoilage. Unless picking is controlled, this condition will continue to exist as long as current high values are placed on vanilla. With this in mind, the Vanilla Bean Association has appealed to the Mexican authorities, particularly the governors of the states of Puebla and Veracruz, to discourage the early picking of green vanilla.

Reliable reports about the next Mexican crop, which will be cured during the early months of 1942, are far from encouraging. It appears that the crop will be smaller than this year's crop. The vanilla vines look anaemic, the reason given being that there has been so much less moisture than a year ago. This may mean a crop of only 300,000 pounds for 1942, which in turn will keep prices on a very high level.

Some blame for the heavy fluctuations in the price of Mexican vanilla must be attached to the

direct inquiries which come to Mexico from American consumers and manufacturers, some of which leave the independent curer with the obvious impression that there is a great dearth of beans in the United States, and that they can demand any fancy prices they wish.

VERY HIGH PRICES PROBABLE

There is no doubt but that we are going to see very high prices on the remaining lots of Mexican cuts and whole beans. This will probably cause Tahiti vanilla to follow suit.

During normal times, the amount of Tahiti beans consumed in the United States is not large. It would appear, however, that this year far more Tahiti beans will be consumed here than for many years past. It is estimated that upwards of 200,000 pounds will be imported into this country during 1941.

The price of Tahiti beans, which declined during February and March, has again advanced recently. The special Tahiti "War" export tax on vanilla has been fixed for the quarter beginning April 1, 1941, at 73.99 francs per kilo.

This "War" tax was established September 1, 1940, at the rate of 36.67 francs per kilo. It is levied in addition to the export duty of 0/50 franc per kilo and an export tax of 2 per cent ad valorem.

The increase in the tax at today's rate of exchange amounts to almost 40 cents per pound, and the total tax will amount to about 80 cents per pound.

DEMAND DESPITE PRICES

One interesting commentary on the price situation, presented by the large United States imports of vanilla beans, is that the price of vanilla does not affect the demand. In 1935 when the price of Bourbon vanilla ranged between \$2.00 and \$2.50 per pound, imports of all kinds totaled 828,625 pounds, whereas in 1940 when Bourbon prices ranged from \$6.00 to \$8.50 per pound, the imports of all kinds increased to 1,309,855 pounds.

To obtain the betterment of vanilla crops in Mexico, there is but one basic precaution required, that the fruit shall be fully matured before it is picked. The Vanilla Bean Association, as a result of its present discussion with Mexican authorities, is hoping to prevent the picking of green beans before maturity.

After considering all possible angles of the present state of the vanilla trade, it is evident that we face a future for which past experience is no yardstick. Predictions even on the basis of last year's market are hazardous in view of the accelerated pace at which world economics is changing.

New Developments in Research on Antioxidants

by LOUIS ROSETT, *Chairman, Research Committee, F.E.M.A.*

IN addition to the continuing work on the problem of antioxidants, various other matters were gone into by the Research Committee of the F.E.M.A. during the past year.

GUM GUAIAIC AND ISO THYMOL

The materials with which we worked, in order to determine their efficacy as antioxidants in citrus oils, were principally gum guaiac, a vegetable substance supplied by Dr. R. C. Newton of Swift & Co., and iso thymol, supplied by Dodge & Olcott Co. Following is a summary of the results obtained from experiments.

The following chart of results would seem to indicate that, even in as small a concentration as 1/10 of 1 per cent, lemon as well as orange oils was

benefited by treatment with both gum guaiac and iso thymol; that in the case of lime oil, this particular concentration did not work as well as an antioxidant as it did with lemon and orange. When the concentrations of gum guaiac and iso thymol were stepped up, although this is not particularly evident from the following record, on a number of other tests which were performed, it would seem that in concentrations of from 1/4 to 1/2 of 1 per cent, the iso thymol might be more effective; although it is our considered opinion, at least so far as present experiments go, that from 1/4 to 1/2 of 1 per cent of gum guaiac would have sufficient effect to warrant its use as an antioxidant in all three citrus oils mentioned.

In further consideration of the following, it must

| Essential Oil | Preservative Used | Quantity of Preservative | Duration of Test | Result |
|--------------------|-------------------|--------------------------|------------------|--|
| Lemon oil Italian | Gum guaiac | 1/10% | 12 weeks | Treated sample better than untreated sample |
| Lemon oil Calif. | Gum guaiac | 1/10% | 10 weeks | Treated sample slightly better in flavor than untreated sample |
| Lemon oil Calif. | Iso thymol | 0.5% | 10 weeks | Treated sample better than untreated sample |
| Lemon oil Calif. | Iso thymol | 0.1% | 63 days | Treated sample better than untreated sample, but somewhat weaker in strength |
| Orange oil Italian | Iso thymol | 1/10% | 12 weeks | Treated sample better than untreated sample |
| Orange oil Calif. | Gum guaiac | 1/10% | 10 weeks | Treated sample retained its flavor, odor and color |
| Orange oil Calif. | Gum guaiac | 0.25% | 10 weeks | Treated sample far better than untreated sample |
| Orange oil Calif. | Iso thymol | 0.5% | 10 weeks | Treated sample better than untreated sample |
| Orange oil dist. | Iso thymol | 0.1% | | Treated sample considerably better than untreated sample |
| Lime oil dist. | Gum guaiac | 1/10% | 10 weeks | Treated sample slightly better than untreated |
| Lime oil dist. | Iso thymol | 0.1% | 63 days | Treated sample better than untreated, but showed slight discoloration. |

be remembered that the Food and Drug Administration has legalized the use of gum guaiac in lard in a concentration of approximately 1/10 of 1 per cent and, from a standpoint of expediency, it might therefore be more advisable to continue further with our experiments on gum guaiac as an antioxidant even though iso thymol, up to now, has been found slightly more effective in the same concentration.

COMPARATIVE MERITS

At this point, we should mention, however, that when $\frac{1}{4}$ of 1 per cent gum guaiac was employed, solution was somewhat difficult to effect and the treated oils showed a slight deposit of material of unknown composition on standing exposed to light. This particular phenomenon should be further investigated. I would also point out that the commercial use of gum guaiac is dependent upon arrangements which must be made with Swift & Co. which at present holds all patents on this commodity.

PARA OXY BENZOIC ACID

In proceeding further next year with the problem of antioxidants, it might be observed that para oxy benzoic acid has been suggested, but up to now, in experiments conducted, has not proved successful in citrus oils. However, further work along this line might be done. Likewise, it has come to the committee's attention that the addition of various fatty oils up to 5 per cent has proved effective and it would be interesting to have further work on this.

MONOCHLORACETIC ACID

We also investigated the matter of monochloroacetic acid, both from a practical standpoint of use in industry as well as the attitude of the Food and Drug Administration. We have been able to learn that the Food and Drug Administration has shown that the acute toxicity of monochloroacetic acid is very high; consequently, it feels very dubious about its use in foods. However, its studies have not been completed. Therefore, a full measure of toxicity has not as yet been determined and, until a final decision has been made by the government, a manufacturer would be using this product at his own

risk. The administration's opinion, of course, is general while research work done by several companies shows definitely that its use is not injurious to health in the amounts used. Nevertheless, the only way that a manufacturer would combat the position taken by the government would be to build up a scientific defense and prove by scientific experts that the use of this ingredient is not injurious to health. We shall try to keep in touch with any new developments along this line, particularly any changes in the government's attitude.

GLYCERINE AS SUBSTITUTE FOR ALCOHOL

It was suggested that tests be performed in order to determine the possibility of utilizing glycerine as a substitute for alcohol in the percolation of vanilla. This matter was gone into thoroughly and the results obtained show that while the analytical constants of the glycerine vanilla do not appear so badly, there is no comparison as to the aroma and flavor value.

SUBSTITUTES FOR CAFFEINE ALKALOID

Due to the scarcity of caffeine alkaloid in recent months, a thorough investigation was made as to the possible use of a substitute for this product. The various channels through which this matter was looked into proved conclusively that there is no substitute for caffeine alkaloid available on the market at the present time, that is, no product which can be used with a reasonable degree of safety.

It was felt that it might be of value to make an investigation of adulterants commonly used in natural flavors; this work was performed by Arthur S. Wendt, of Seeley & Co., and he has prepared a paper entitled "Adulteration of Natural Flavors and the Detection of These Adulterants."

VANILLONS

Another matter which we felt might be of interest was the use of vanillons and the information, which one of our leading firms dealing in vanilla beans was good enough to supply us, is that vanillons have been produced for many years in Guadeloupe, French West Indies, and have been an article of commerce. A certain variety of vanillons is also

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produced in Mexico and in South American countries, but the quality has not been comparable to the vanillons produced in Guadeloupe and as a result they have not found their way into our market. Vanillons are a type of vanilla bean, possibly not of the same family as the Mexican beans, but plants go through the same pollenization process as other types of vanilla beans and have a certain characteristic flavor. Vanilla beans that are produced in various parts of the world do have a different character as to flavor, which seems to be a result of the soil and climatic conditions, and the same is true for vanillons. For many years, the United States government has levied the same import duty on vanillons as on other types of vanilla. The production of vanillons varies. Some years there are produced only about five tons, whereas frequently there are at least ten tons in the crop.

In normal times, a considerable amount of vanillons is shipped to France, where it is used as a flavoring agent, and the balance of the crop comes to the United States. For many years, the bulk of the vanillons received in the United States was sold to the tobacco industry and only a modest amount went into the manufacture of flavoring extracts. One of the reasons why vanillons have never occupied a place of importance in the vanilla extract business is that the crop has always been small and many concerns are reluctant to build up formulae in which vanillons would be incorporated, due to the fact that there have been plenty of occasions on which vanillons have been quite unobtainable. In accordance with the United States Dispensatory, 22nd edition, Vanilla N. F. is "the cured, full grown, unripe fruit of *Vanilla planifolia* Andrews (fam. Orchidaceae)" and the same authority also states "The *Vanilla pompona* of the Spaniards is evidently the vanillons of European commerce." The foregoing, of course, would be an additional reason for vanillons not being used in vanilla extract in the United States, inasmuch as the specifications for pure vanilla extract distinctly require the use of *Vanilla planifolia* Andrews.

Answers by Dr. J. W. Sale

1. Use of Complex Chemical Names

Q. Is our interpretation correct of the food law that in the case of an imitation extract, containing many complex chemical names, only the common or usual names need appear; as for illustration, an imitation strawberry extract? Since the label on the product specifically says "Imitation Strawberry Extract," in the list of ingredients should it be stated as follows:

Ethyl acetate and other esters, vanillin and other aldehydes, ketones, ethers, alcohol and water.

A. Section 403 (i) (2) of the Act requires that flavorings which have not been standardized and which are fabricated from two or more ingredients shall be labeled with the common or usual name of each such ingredient. In the case of artificial flavors such products as synthetic esters, ketones,

and aldehydes are often used. Obviously, the listing of these substances in the ingredient statement by their individual complex chemical names would not serve to provide the consumer with any useful information. We have therefore advised that in our opinion the terms of Section 403 (i) (2) would be met by listing these substances by group designations provided at least one specific member of each group is listed by name. The proposed labeling in the question will need some revision to meet this opinion. This can be accomplished by changing the words "Ketones, ethers" to "Ionone and other ketones," "Ethyl ether and other ethers," provided this revised wording is a statement of fact. In the labeling of flavors sold as such, collective terms such as "other natural flavoring materials" cannot be invoked solely to conceal the identity of the particular flavoring materials but is sanctioned only where the specific names would give no information to the purchaser.

2. Imitation Vanilla Extract

Q. On imitation vanilla extract, labeled in bold type, is our interpretation correct when we state in the ingredient labeling that it is not necessary to again state "Imitation vanillin, imitation coumarin," but that it is sufficient to say "Ingredients: vanillin, coumarin and other aldehydes and then listing solvents such as glycerine, alcohol, water, etc."?

A. Yes. We are of the opinion that the artificiality of the artificial flavoring ingredients is sufficiently indicated by the name "Imitation Vanilla Extract" to meet Section 403 (k). This provision of the Act requires that a food containing any artificial flavoring shall bear labeling stating that fact.

3. State Laws Similar to Federal

Q. In an imitation vanilla extract, is it your judgment that all states will adopt the federal regulations which are to be promulgated at an early date? If so, is it your opinion with reference to an imitation vanilla, containing caramel color, that there should be any restrictions upon its use in the various states?

A. There is of course a tendency among the states to adopt food laws and regulations which are drafted along the lines of the Federal Food, Drug, and Cosmetic Act. I believe that about 10 states have adopted laws very similar to the federal act. There would not be much profit in my speculating as to the extent to which the states in the future will pass similar laws. With regard to caramel color, I can only state that up to this time we have not objected to its use in imitation vanilla extract.

4. Listing Ingredients by Importance

Q. Again would you point out, is it correct labeling to mention the ingredients in the importance that they lend to flavor and not the amount, so as to clarify again in the minds of the flavoring products industry this important angle?

A. When it is necessary to list the ingredients of

a flavor or extract, we believe that the most informative method is to declare first the flavoring ingredients in the order in which they contribute flavor to the article, and then list the ingredients of the solvent or vehicle according to their amounts, naming first the ingredient which is present in the largest proportion.

5. True Fruit Extracts

Q. A true fruit extract such as strawberry containing less than 6 per cent of true fruit raspberry, or any other flavor, need it be mentioned in bold type or can it be included in the ingredient labeling as follows:

Extractive matter of strawberry, added true fruit raspberry, alcohol and water.

A. I have no adverse comment to make regarding the proposed labeling, but it should be borne in mind that the addition of the raspberry flavor should not result in materially altering the characteristic flavor of the strawberry extract. Whether or not 6 per cent of raspberry extract would be excessive, I cannot say as the answer to this question would depend upon the amounts and flavoring strengths of both the strawberry and the raspberry extractive matter.

6. Cherry Extracts

Q. In the case of cherry, at the present time, due to the World War, there are not sufficient Dalmatian cherries available. This product has had more flavoring background than any of the domestic cherries. However, should a mixture of Dalmatian and domestic cherries be used in the manufacture of a true fruit extract, would it be necessary to mention same or shall it be said in the ingredient labeling "an extraction of various cherries," or shall it not be simple enough to mention "Concentration of the extractive matter of cherries, alcohol and water?"

A. It would suffice to state merely "Concentration of the extractive matter of cherries, alcohol, and water," or preferably, a simpler form of this statement such as "Cherry extractives, alcohol and water." However, such a flavor should not be named "Dalmation Cherry Extract" as such a name would imply that the cherries used are exclusively Dalmation cherries.

7. Orange Oil and U.S.P. Standard

Q. What is the correct labeling of orange oil, one or more of whose physical constants, such as refractive index, optical rotation or specific gravity, differs from the requirements of the U. S. P.?

Assuming that orange extract is not exempt from the declaration of ingredients and that such an oil as described in the above question was used in its preparation, would it be necessary to indicate in the label wherein the oil differs from the U. S. P.?

A. In the absence of a standard for orange oil under the Federal Food, Drug, and Cosmetic Act, it is held that orange oil sold exclusively for food use should conform to the advisory definition and

standard for oil of orange promulgated under the Federal Food and Drugs Act of 1906. That advisory standard is as follows:

"OIL OF ORANGE. The volatile oil obtained, by expression or alcoholic solution, from the fresh peel of the orange (*Citrus aurantium* L.). It has an optical rotation (25°C.) of not less than +95° in a 100-millimeter tube."

Oil of orange labeled "U. S. P." should have an optical rotation of not less than +94° and not more than +99° in a 100-millimeter tube, at 25°C. There are also a number of other specifications which must be met by U. S. P. oil of orange but which need not be met by oil of orange sold exclusively for food use and which may be labeled merely "Orange Oil +." The ingredients of an orange extract sold exclusively for food use and made from orange oil conforming to the old advisory standard, may be listed merely as orange oil, alcohol, and water, without indicating in the labeling wherein the oil differs from U. S. P. oil.

8. Lemon Extract Using Citral

Q. What is the correct labeling of a standard lemon extract to which there has been added 0.1 per cent natural citral?

A. A lemon extract conforming to the old advisory standard for lemon extract may contain but little more than 0.1 per cent of citral contained in the oil of lemon used in its manufacture. The addition of 0.1 per cent of citral would nearly double the flavoring strength and in my opinion, would produce an imitation lemon extract. In addition to the name "Imitation Lemon Extract" the label should bear an appropriate list of ingredients.

9. Vanilla Extract and Vanillin

Q. What is the correct labeling of a standard vanilla extract to which there has been added 0.1 per cent artificial vanillin?

A. About 12½ per cent of the total flavoring strength of such an extract would be due to the artificial vanillin that is added. We have held that such a mixture may be named "Vanilla and Vanillin Flavor." Of course the artificiality of the vanillin should be plainly indicated in the labeling. However, when and if a standard for vanilla extract is promulgated under the new Act, it is possible that such a mixture will be classed as an imitation vanilla extract.

Salesmen with Foreign Accents

SALESMEN who find that their accent or speech habits distract the prospect or interfere with the rapid delivery of the sales story may adopt the approach used by a Belgian born salesman who found that his Belgian accent was a handicap in selling. He solved this problem by calling deliberate attention to his accent after a few minutes of sales talk. He would say to the prospect: "Can you understand my Belgian English?" or "How are you getting on with my Belgian English?" This minimized the strangeness of his speech and aroused the interest and sympathy of the prospect.—*Southwest Hardware.*

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Soap

EVALUATING SOAP LATHERING PROPERTIES

by PAUL I. SMITH

LATHER volume has been variously defined, but probably the most comprehensive definition is that given by E. L. Lederer, *Fettchemische Umschau*, Vol. 40, 1933: "Lather volume is that volume which the lather from a definite quantity of solution acquires under definite conditions; lathering coefficient being the volume of a quantity of solution which is converted into lather under certain conditions. Specific lather volume is the quotient of the two aforementioned factors, that is, lather volume divided by the lather coefficient."

EVALUATING LATHERING PROPERTIES

Unfortunately, there is no standard method of determining the volume of lather of any soap solution, and lathering ability of a soap is usually inferred nowadays from several well defined chemical and physical characteristics. The soap solubility ratio of E. T. Webb is of the greatest value in evaluating the lathering properties of soaps. This ratio is determined by dividing the I.N.S. factor of the mixture of fats by the sum of the I.N.S. factors of those oils present in the mixture possessing a factor higher than 130 (not including palm kernel and coconut oils). (The I.N.S. is, of course, the saponification value minus the iodine number.) According to Thomssen and Kemp's *Modern Soap Making*, the solubility ratio factor of a good toilet soap is approximately 1.5 and that of a good household soap is about 1.3 to 1.5.

Research carried out on the formation and stability or persistence of soap lather indicates that the degree or thickness of lather and its lasting quality increase in direct proportion to the number of fully saturated C_{18} atoms appearing in the molecule. Stearic acid, $C_{18}H_{36}O_2$, is a good example of a saturated acid which forms a firm lathering soap. Lauric acid, $C_{12}H_{24}O_2$, another common saturated



How to blend natural fats and fatty acids to obtain any lather desired

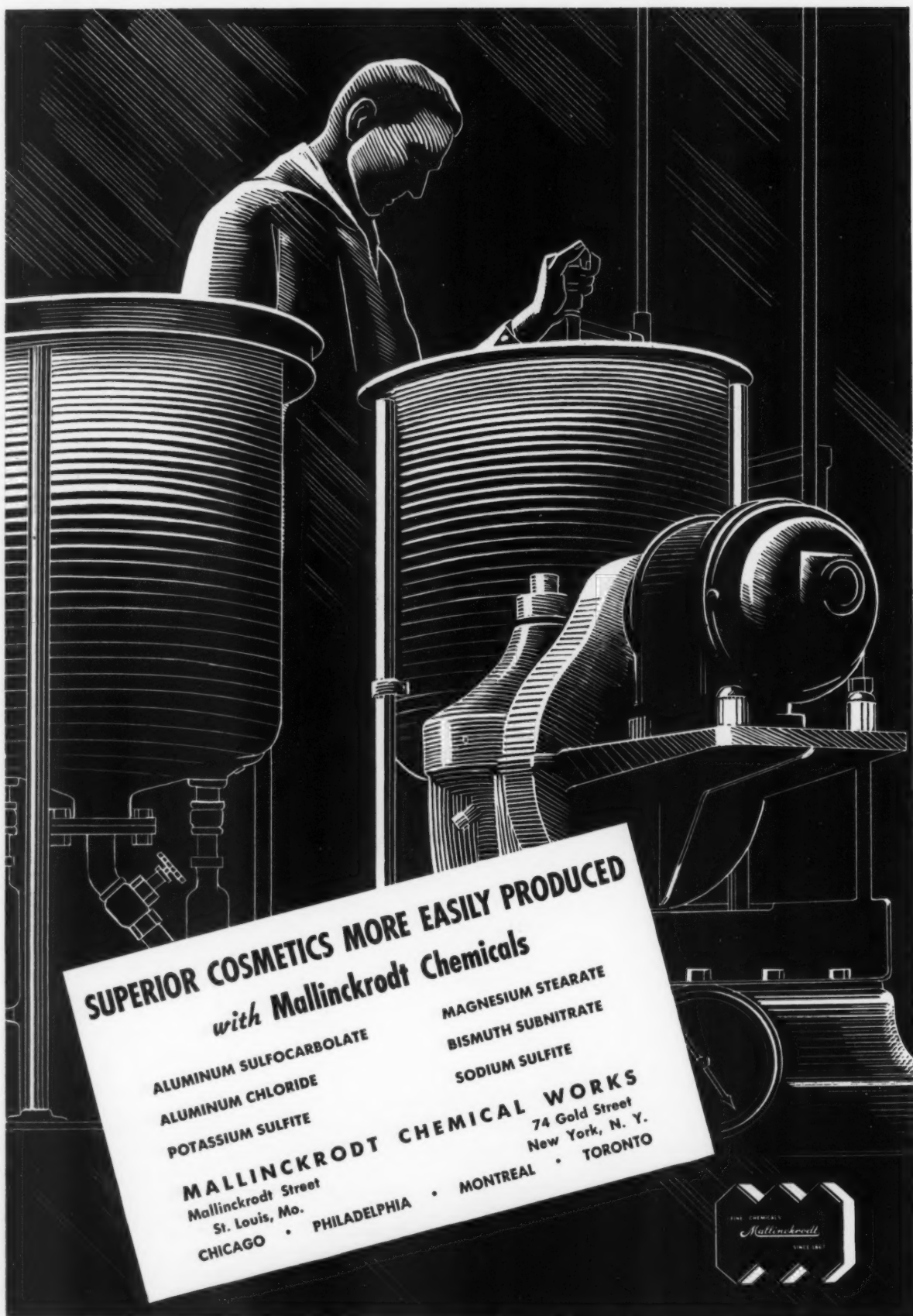
acid (found in coconut oil), is an example of a fatty acid forming a profuse, fluffy lather with poor lasting quality. Highly unsaturated acids, such as linolenic acid, with three double bonds form poor lathering soaps.

USING COTTONSEED AND SOYA BEAN OILS

Such oils as cottonseed and soya bean oils, which have comparatively low I.N.S. factors (85 and 54, respectively), consist mostly of unsaturated acids. Thus, in the case of cottonseed oil, the percentage of unsaturated C_{18} acids is 72.9 and for soya bean oil this figure is increased to 85.9. The use of either cottonseed or soya bean oil alone, or mixtures of these two, does not produce a soap with the highest lathering properties. On the other hand, with proper blending, these major unsaturated fats can be used to excellent advantage in balancing high I.N.S. fats.

Another example of a popular natural fat is olive oil which has an I.N.S. factor of 108. This oil consists mainly of the glycerides of oleic and palmitic acids with varying proportions of linoleic acid. Oleic acid has, of course, only one double bond and palmitic acid is a saturated acid. The chemical constitution of the soaps formed shows that the preponderance of unsaturated fatty acids tends to produce a poor lathering compound. This is borne out in actual practice.

Every effort should be made to blend the natural



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fats or pure fatty acids so that unsaturated acids are properly balanced with fully saturated ones and low C saturated acids compensated for by high C value acids. An example of this is at hand. Take, for instance, coconut oil. This alone produces a quick, fluffy lather which, however, soon breaks down. When coconut oil is blended with tallow the subsequent soap possesses almost perfect lathering properties. The reason for this, according to the above theory, is that the new blend contains a high percentage of C fully saturated acid, i.e., stearic acid, which compensates for the rapid but non-stable lathering soaps formed from lauric and myristic acids in coconut oil. (Lauric acid is C_{12} and myristic acid C_{14} .)

It is well worthwhile bearing in mind that the number of carbon atoms and degree of unsaturation are important factors in influencing degree or type of lather, at least this theory seems to be borne out in works practice, and consequently it well repays to take this into consideration when building up the soap stock.

Sanitary Dishwashing

STUDIES in the public health field stress the importance of "sanitizing" all tableware served at public eating places—"sanitized" tableware being a term used in the public health field to mean tableware showing a total bacteria count of not more than 100 colonies per piece, with no coliform organisms. Mallman¹ states that improperly washed dishes may act as conveyors of disease, and Hucker and Walter² state that, in the U. S. Army, 80 per cent of respiratory diseases in a group of 66,000 men occurred in groups eating from kits which had been washed by unsanitary methods.

An efficient cleaning compound, properly used, will sanitize tableware, according to Gilcreas and O'Brien,³ who contaminated glassware with as high as 1,500,000 micro-organisms per utensil and secured practically complete removal of the bacteria by using a solution of detergents at 120° F., without a sterilizing rinse.

Tiedeman⁴ states that a good dishwashing compound should meet the following specifications: (a) Emulsify food fats; (b) flocculate other food solids; (c) wet glass, china and metal surfaces readily; (d) function equally well in hard or soft water; (e) rinse freely. Of the many hundreds of formulae tested, according to the research department of the Mathieson Alkali Works one was finally selected which best met these specifications.

It is called Super-Mafoc and is a cleaning compound in briquet form for use in dishwashing machines. According to the company, it is made up of a combination of six detergents which are effective on the several types of food residue, together with tetra sodium-pyrophosphate, which is a water softener. These constituents are combined in a new way: They are subjected to a low-temperature fusion process, and, after thorough agitation in their liquid state, are molded into hard briquets.

The briquets are used in an automatic feeding de-

vice attached to the dishwashing machine. A stream of water, the rate of which is kept constant regardless of changes in the pressure of the water supply, trickles down over the briquets, and the solution thus formed meets a stream of clear water in the bottom of the feeder and is carried to the wash water. Feeding continues at a regular rate, which can be adjusted to suit conditions, as long as the washing machine is in operation and stops as soon as the machine is shut down.

The strength of wash water is easily tested by dipping a piece of phenolphthalein test paper into a small sample of the wash water withdrawn from the machine. If this normally white paper turns red, the wash water is stronger than it needs to be; if the paper stays white or turns a light pink, the wash water is too weak. When the test paper turns a deep pink, the wash water is at the proper strength.

Mechanical dishwashing is generally considered superior to hand dishwashing for producing sanitized tableware. Cumming and Yongue,⁵ for example, show that bacteria counts on machine-washed dishes are always much lower than on hand-washed dishes.

Wash water strength is a prime factor in securing sanitized tableware.^{2a} If the wash water is too weak, it fails to cleanse the tableware properly. If it is too strong, the compound will not rinse off readily, and starchy residues may be changed into sticky substances that are hard to remove. In either case, films that protect underlying bacteria may be left on the tableware.

When the compound is fed by hand, the wash water is likely to be too strong at first and too weak after a period of operation. Automatic feeding of the dishwashing compound into the wash water is the most effective means of preventing fluctuations in wash water strength, and a number of detergent manufacturers now supply dispensers for use with their cleaning compounds. Mathieson's research men believe that the hard briquet is best adapted to automatic feeding.

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IN August, *The Indian Soap Journal*, the useful organ of the All-India Soap Makers Assn., will celebrate its eighth birthday. As pointed out by Prof. S. S. Bhatnagar, director of scientific and industrial research for the government of India, it has shown great promise and is well deserving of support by scientists and business men.



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Liquefying Coconut Fatty Acid

by EMERY A. EMERSON

Chief Chemist, John H. Breck, Inc.

WHEN our output of shampoo preparations rose to the point that we required one 55-gallon drum or 400 pounds of coconut fatty acid daily, we were faced with the serious problem of how to accomplish this liquification.

Previously, with smaller needs, we had used double boilers over a gas flame—a method inadequate, slow and wasteful in the quantities we are now using. It was impossible for us to use steam-jacketed kettles because of our location on an upper floor of a combination office building. There were no special steam facilities, nor could they be permitted to be installed. The steam used for building heating was not available continuously nor in sufficient pressure.

We experimented with various possible methods. Infra-red or other special lamps involved too high a power cost. Electrical strip heaters on the outside of the drums, electric immersion heaters, or the focusing of radiant heaters were all likewise costly; involving besides a potential hazard due to the comparatively low flash point of the coconut fatty acid.

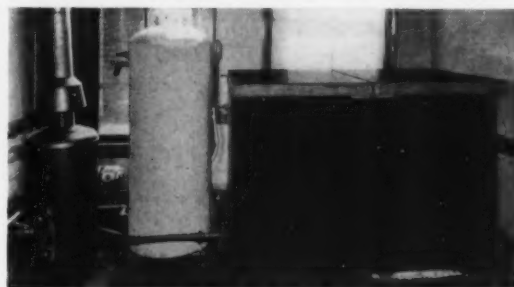
In the course of our investigation we turned to the local gas company for suggestions, and it was with the cooperation of Jerry F. Healey, of Springfield Gas Light Co., that we were able to find a satisfactory solution to our problem.

We are now able to liquify two drums of coconut fatty acid in a 12-hour period, and actually without any direct cost. We are using the hot water which we would need to heat anyhow for other uses!

The accompanying photograph shows the complete installation. The four parts, from left to right, are a high-capacity gas water heater, a circulating pump, a 200-gallon storage tank for hot water, and a special cabinet for containing the drums of coconut fatty acid.

The cabinet is built on a wood frame, covered with celotex and stuffed with insulating glass wool. The floor of the cabinet has a galvanized drip pan. Top and front are hinged in two parts, so that either side of the cabinet may be opened for insertion or removal of a drum. Around the inside of the cabinet, on both sides and back, one-half-inch pipe runs continuously in ten levels, connected to the hot water units.

Operation of the system is as follows: the gas heater is controlled by a thermostat set at 175 deg. F.



Economical installation for liquefying coconut fatty acid

When the heater lights up, the circulating pump starts automatically, assuring continuance of the heating until all water in the storage tank and the pipe line inside the cabinet reaches the predetermined temperature. The operation is entirely automatic, requiring no attention. There is no hazard from fire, water or steam.

When we take out a drum for use, another is placed in the cabinet and one drum of liquified coconut fatty acid is thus constantly ready for use. We do not have to rehandle the product in order to liquify it: the liquid is drawn directly from the drum. Approximately 12 hours is required completely to melt the contents of a drum.

Stainless Finger Printing

WHERE finger printing is used for identification purposes, an unpleasant feature is apt to be the unsightly smudge left on the fingers of the printee. However, according to a recent patent (U.S. 2,235,632), this minor disadvantage can be eliminated by the use of a new, non-staining finger printing "ink" in which glycerine is an important constituent.

Non-staining chemical compositions form the basis for the new procedure. In one typical example, the finger printing ink consists of a mixture of alloxanthine, oxalic acid and glycerine. To make a print, the finger tips are first pressed in this mixture and then on a plain sheet of paper on which the prints are to be recorded. The invisible prints are then made visible and fixed into the surface by applying heat to the paper. The stainless ink remaining on the fingers can be wiped or washed off.

Glycerine in Heat Transmission

AMONG the physical properties that make glycerine valuable in many industries for a variety of purposes is its heat-transmitting qualities. Moreover, because of its high boiling point (290°C.) glycerine is frequently employed instead of water and other low boiling fluids in jacketed kettles, double boilers, and the like. Special chemical apparatus, and micro-analytical equipment frequently employ glycerine as the heat-transmitting medium in preference to oils and such.

The same property makes glycerine invaluable when used in the bulb wells of mercury-in-glass thermometers and in the bulb wells of thermostats and in other parts of thermostatic equipment. In the case of thermometric sockets, glycerine is sometimes mixed with graphite. With all of these temperature indicating or regulating equipment, glycerine heightens the response to temperature changes and takes up any time-lag that might occur.

Half Minute Interview

"IT is likely that, barring unforeseen upheavals of the great masses, this war will last for a good many years to come. Its end will hardly be the outcome of a superiority in arms and armaments; it will be a superiority economically, particularly of food supplies."—Dr. Eric C. Kunz.

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Give your perfumes that soft
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quiet Mystery and Repose.

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New Products and Processes

Synthetic rubber oil gaskets

Oil and grease gaskets and rings of a new synthetic rubber, made by either the molded or lathe cut methods, are offered by the B. F. Goodrich Co. It is claimed that the gaskets resist petroleum derivatives and retain a high degree of flexibility and abrasion resistance. Full information about them will be sent on request.

New electric contact thermometer

Temperature control is simplified in that resettings with the new Brabender adjustable electric thermostat are now possible within a few seconds, according to the Brabender Corp. An almost instantaneous resetting is made, it is stated, by simply moving the magnet to the desired temperature position. It is described fully in a bulletin which will be sent to anyone interested.

New glass bottles

The Kimble Glass Co. of Vineland, N. J., has been known for over a quarter-century to the chemical, drug, toiletry and perfume industries as manufacturers of glass vials and fine scientific glassware. Now, in their Chicago Heights plant, Kimble is designing and producing a new type of molded bottle which is being advertised to the trade as "Individualized" glass containers—for packages of distinction.

The new Kimble Individualized bottles, it is stated, far surpass in beauty and design the imported glass containers formerly used by outstanding perfume and cosmetic manufacturers. In addition to distinctive beauty, Kimble's Individualized molded containers offer a new "cus-

tom-made" and "personalized" theme in fine glass bottles. Each container is designed specifically for the manufacturer's own purposes, and is not duplicated for anyone else.

Kimble's great plant and production facilities assure an unlimited and constant source of supply, in contrast to the uncertainty of imports. Created by American designers and made entirely by American craftsmen, Kimble Individualized bottles, it is pointed out, introduce a marked innovation in artistic molded bottles.

New Catalogs

The advantages of Vari-Visco filling machines, manufactured by the Karl Kiefer Machine Co., Cincinnati, Ohio, are higher speed, greater economy, finer precision and new conveniences, according to a folder issued by the company. The folder is likely to be of interest to manufacturers who pack viscous products. A copy will be sent on request.

Hewitt Soap Co. has enlarged its New York office and sample room space 200 per cent. In the new toilet soap sample rooms there is a reference file of soap samples comprising more than 4000 brands, from all parts of the World including American manufacturers.

Mailing lists for Latin America, containing selected names of prospective buyers in that territory, is the subject of a 12-page bulletin issued by the Latin America List & Information Service which will be sent to anyone on request. It contains an alphabetical index of Latin American lists, giving the number of names on each and the price. Credit information, mailing data, research facilities on Latin America, translation and incidental information likely to be needed by exporters is referred to in the bulletin.

The line of agitators, mixers, digesters, kettles, ball mills and pebble mills made by the Process Equipment Div. of the H. K. Porter Co., Inc., is described in a new 28-page catalog which will be mailed on request. Spe-

cification tables are included as well as information relative to capacities of dished bottom tanks, weights of materials, volume, etc.

Books to Aid You

HANDBOOK FOR CHEMICAL PATENTS. Edward Thomas. 5½ x 8½ in., 270 pages, cloth covers. Chemical Publishing Co. 1940. Price \$4.

The author is a former assistant examiner in the U. S. Patent Office and has been a practicing patent attorney for many years. In this work he presents the subject in a simple way so that the reader readily grasps the important principles of the law of patents. Suggestions for writing specifications are included. There are 19 chapters and a general idea of the contents may be had from a few of the chapter headings: You Can't Keep a Chemical Secret, Suggestions for Writing Specifications, Inventions Under the Patent Statute, Anticipations, Suggestions for Writing the Claims of a Patent, Interpreting the Specifications, Infringement of a Process Claim, Amending the Patent After It Issues, Double Patenting and Interferences. An index is included.

THE FEDERAL LABOR LAWS (Wagner Act, Wages and Hours Act and Walsh-Healey Act). Russell L. Greenman. 40 pages, 5½x8½ in., cloth covers. National Foreman's Institute, 1941. Price, \$1.50.

This useful work is intended to interpret in simple language portions of the labor laws of direct interest to supervisors, gang leaders, department heads and those in business who have men working under their direction, upon whom the Wagner act has imposed certain limitations in their dealings with workers. It gives the gist of each act and covers specific details that are of special concern to department heads and foremen. The analysis of the Walsh-Healey act is made by Leslie Elwood Sanders and the analyses of the other two acts by Mr. Greenman. The Walsh-Healey act was passed to provide conditions for the purchase of supplies and the making of contracts by the United States and for other purposes. In a concise and readable form the manual gives the layman a good working knowledge of the laws' provisions.



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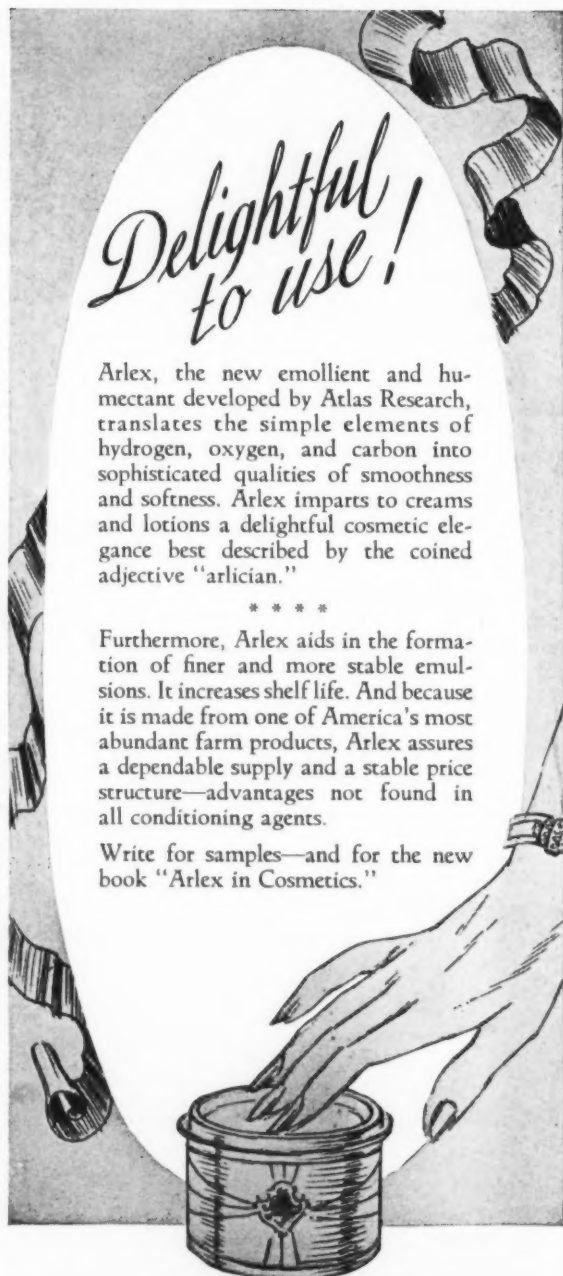
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Industrial Chemicals Department

ATLAS
POWDER COMPANY
Wilmington, Delaware

AMONG OUR FRIENDS

► B. T. Bush, Jr., son of Burton T. Bush, one of the best known men in the essential oil and aromatic chemical industries, who has been a flying cadet at Pensacola and later at Miami, Fla., has received his commission. During the World War his father made four trips abroad for the government with reference to making carbon for gas masks.

► Charles Smeltzer, of Damann & Smeltzer, New York, N. Y., took some excellent moving pictures in technicolor in the vanilla bean regions of Mexico on his recent trip. The trip was made by Mr. and Mrs. Smeltzer via boat to Vera Cruz from where they motored to Mexico City. They then flew to Tuxpan from which place they went to Zamora where Mr. Smeltzer obtained his technicolor movies of the various operations involved in cultivating, curing and packing vanilla beans. In Mexico City he was able to get some good movies of a bull fight. He also succeeded in obtaining some picturesque views in Jalapa, Puebla and the volcanic region.

► Alec J. Dedrick has resigned as manager of the New York office of Albert Verley, Inc., and is now associated with van Ameringen-Haebler, Inc., in the New York office.

► Leo Nejelski has resigned as assistant general manager of the Pepsodent Co., Chicago, Ill., a position he has held since 1939.

► Martin Alef is now vice president of Beauty Counselors, Inc., Detroit, Mich., which he recently joined.

► Michael Lemmermeyer, president of Aromatic Products, Inc., New York, N. Y., recently returned from a brief business trip through the West in time for a day at the Pine Valley Country Club where the convention committee of the Toilet Goods Association held its outing.

► Mrs. Winifred Sloan, president of the Rubinoft Cosmetic Co., Inc., Cleveland, Ohio, left late in June for a month's vacation trip through southern Texas, Mexico and California. It is Mrs. Sloan's first trip to the west coast.

► Edward W. Love, production manager of the Hillside, N. J., plant of the Bristol-Myers Co. has been appointed for part time service as a trainer of men in defense industries under the OPM. He

will serve in industrial plants working on defense contracts, and will lend assistance to foremen and others responsible for training workmen.

► George A. Stevens has been appointed sales manager for Dermetics, Inc., Seattle, Wash., and New York, N. Y.

► Louis Gampert, vice-president, Felton Chemical Co., Brooklyn, N. Y., accompanied by Mrs. Gampert, is on a trip to the Pacific coast which will continue until the end of July.

► George M. Armor, McCormick & Co., Baltimore, Md., former president of the Flavoring Extract Manufacturers Assn. and Mrs. Armor entertained Mrs. Harry Nice, widow of the late Harry Nice, governor of Maryland and lifelong friend of Mr. Armor at the recent F. E. M. A. meeting. Gov. Nice was a guest at the association gatherings on two occasions and was very popular as an after-dinner speaker.

► Norman Dahl, Canadian manager for Elizabeth Arden, New York, N. Y., brought the greetings of the Toilet Goods Manufacturers Assn. of Canada to the Toilet Goods Assn. at its recent meeting in New York. Speaking of taxes, Mr. Dahl pointed out that in Canada there is a 25 per cent excise tax and an 8 per cent sales tax and also a corporation tax of 45 per cent and an excess profits tax of 75 per cent in addition to some others. Business is very active despite all this but not much is being made in the way of profits.

► F. Deming Hoyt, vice-president of Orbis Products Corp., New York, N. Y., found thirteen to be a lucky number for him when he took a 13-pound Chinook salmon out of Great Pond, one of the Belgrade lakes in Maine, on



F. Deming Hoyt exhibits his 13-pound salmon

May 25. By this accomplishment, he became the thirteenth member of the exclusive "The One That Didn't Get Away Club." The fish was also the largest one of the season to that date and put up a 45-minute battle. With Mr. Hoyt in the accompanying picture is his guide, Donald Clement.

► H. L. Redman, former managing director of Saks-Thirty-fourth St. department store, New York, N. Y., has taken an executive position with Seligman & Latz, concessionaires of more than 100 beauty salons in department stores in the United States and Canada.

► Capt. Joseph Cunningham, U. S. A., formerly of the Joseph Burnett Co., Boston, Mass., flew a airplane to the Atlantic City convention of the F. E. M. A. to compete in the annual golf tournament. He won the Bernard H. Smith cup for the third successive time and hence will retain permanent possession of it. After the meeting he flew back to Boston.

► Christo Petcheff, otto of rose producer of Sofia, Bulgaria, accompanied by Vasil Dimoff, is visiting in the United States. The trip from Bulgaria to the United States took three months. Before coming to New York, both men visited Cuba and Florida. Mr. Petcheff is the son of Vasil Petcheff and this is his first visit to the United States since 1925.

► Gustavo Ortiz Hernan, Mexican consul in Philadelphia was the guest of M. Cortizas at the recent meeting of the Flavoring Extract Manufacturers Assn.

► John J. Casey, former sales manager for Schnepel Brothers Corp., has been appointed manager of the manicure implement division of Revlon Products Corp., New York, N. Y.

► Paige D. L'Hommedieu, manager of field sales for Johnson & Johnson, New Brunswick, N. J., has been appointed chairman of the Federal Wholesale Druggists' Assn. program and entertainment committee.

► Edward J. Strobl of Albert Verley, Inc., Chicago, Ill., is now in charge of the New York office.

► William H. Pope is the new sales manager of Affiliated Products, Inc., Jersey City, N. J.

► Thomas McEwan, Chicago district manager of the Defense Contract Service of OPM, spoke at the recent public meeting of the Food, Drug & Cosmetic Institute, Chicago, Ill., on the scope of the service.

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NEWS and EVENTS

British to permit U. S. firms to import from North Africa

The United States state department has made an agreement with the British to ship from the United States cargoes approved by our government and exempt under the British Trading with the Enemy Act.

In return for this, the United States may bring from northern Africa cargoes approved by the U. S. consul at Casa Blanca and passed by the British under the Trading with the Enemy Act.

Under this arrangement, two shiploads left the United States the week of July 5. Cargoes from North Africa may be only products grown, processed, produced or manufactured in North Africa.

The agreement is strictly limited to materials or products actually originating in the fullest sense of the word in North Africa. Nothing may be brought out of North Africa that originated elsewhere, either on the Mediterranean, West Africa, South Africa or otherwise. No transshipment is permitted. Bills of lading must be submitted by shippers to the consul at Casa Blanca and the origin of the materials or products must be proved. Then they must be approved by the British. The state department is of the opinion that the arrangement will not be of much benefit to the essential oil and aromatic raw material industry of the United States.

British seize oils for Coty at Bermuda; may be released

British authorities in Bermuda on July 7 seized \$120,000 worth of essential oils being brought to Coty, Inc., New York, N. Y., by Henri Robert, a chemist of the firm, who had acquired them in France and packed them in his personal luggage for the trip from Lisbon to New York. The oils were removed from the American Export liner *Excambion* on which Mr. Robert was traveling.

British representatives in the United States said the oils probably were confiscated because they originated in

blockaded France and because there was no British export permit for them.

Coty is negotiating with the British authorities for shipment of the oils to New York.

Ask California governor to establish essential oil industry

At their 35th annual convention, held in Long Beach, June 15, 16, 17 and 18, the Utah Pharmaceutical Assn. passed a resolution requesting the governor and the State of California to make a study of the possibilities of establishing a medicinal drug plant, essential oil and perfume industry in that state and to make an appropriation from public funds sufficient to carry out the plan. The resolution drew attention to the effect the war was having on the supplies of the commodities named because of their having to come from other countries.

One of the featured speakers at the convention was Harry M. Folsom, executive vice president of the Brunswick Drug Co., pioneer Los Angeles wholesale and manufacturing firm, who told of a shortage which is developing in lines of merchandise sold in drug stores. Mr. Folsom, who said he was in New York not long ago with others of his organization, mentioned the shortage developing in different lines of cosmetics and cosmetic jars, perfume materials and other things. He said artificial and synthetic oils in formulas don't always work out as desired. He believed they could be made to work out in time, but not at once.

Soap workers union appeals to courts over hot cargo law

Thirty-five determined Imperial Valley, Calif., farmers bested members of the Soap and Edible Oil Workers' Union, one day in June, when the union tried to halt shipments to a processing plant. The farmers erected three large signs at the entrance to the plant on which they asked questions or expressed forcibly their own feelings. Amazed, the pickets gave up their picketing at the plant.

The recent California legislature

passed an anti-Hot Cargo and Secondary Boycott law over the governor's veto. The measure was scheduled to go into effect three months later. The unions will try to prove it unconstitutional by an appeal to the courts.

R. L. Walsh now general manager of Insto Co.

R. L. Walsh, one of the organizers of the Insto Co., Los Angeles, Calif., and heretofore its vice president and treasurer, has now become general manager of the firm, succeeding the late Gilbert C. Lee, who had been one of the organizers of the company and who had been associated with Mr. Walsh in its operation ever since. Mr. Lee died recently after being in poor health for some time.

The Insto Co. was formed in 1924.

Mary Douglas working with Texas rose growers to get bud supply

Miss Mary Douglas, head of Mary Douglas, Inc., New York, N. Y., creator of sachets and well informed on rose production as it is practiced in France and in the Mediterranean area, is in Texas with a view to promoting the rose growing industry there.

On her arrival by airplane she was met by H. J. Bryant, of the Tyler (Texas) Chamber of Commerce, and C. Windsor, president of the Rose Growers Assn. There are 200 rose nurseries within a radius of 10 miles of Tyler cultivating about 2,000 acres of roses. They believe that Miss Douglas, as an authority on rosebuds as cured and used in sachets, can tell them how to go about creating this new source of income.

Before the war Miss Douglas imported all flowers for use in her sachets from France, Belgium and the Mediterranean countries.

Miss Douglas also visited Dr. Ralph Bienfang, of the University of Oklahoma, whose work in perfumes and essential oils is well known. She also conferred with Dr. J. O. Ratsek of the Texas Horticultural Experiment Station, and Carl Shamburger, of the Rose Growers Assn.



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Bush Pan America, Inc., formed to import South American products

A new company has been incorporated under the name of Bush Pan America, Inc., whose principal objective will be to import for sale the essential oils and resinous aromatics now being produced in Central and South America, and to assist in the development of other products which, due to favorable climatic conditions, can be produced there for the soap and perfume industry in the United States.

This new corporation is the outcome of the efforts of the firms S. Stern, Stiner & Co. and Bush Aromatics, Inc., who, since the beginning of the present war, have imported and sold a number of the natural aromatics which previously had been absorbed in the European markets.

The firm S. Stern, Stiner & Co. has been established for more than fifty years as general importers and exporters, and has its own branches in many countries where their natural aromatics are or can be produced.

Bush Aromatics, Inc., has specialized in the production of perfumery specialties since its incorporation.

Burton T. Bush, whose long experience in the essential oil business is well known both here and abroad, is president of the new corporation and will direct its sales. Other officers are E. Stern, vice-president; James Herzog, secretary; and Gertrude Henry, treasurer.

The new company will operate as a separate and distinct unit. Its headquarters will be at 136 Liberty Street, New York, N. Y. Telephone WOrth 2-1994.

Procter & Gamble Co. vs. Lever Bros. Co. and vice versa

Lever Bros. Co. in its answer to the suit of Procter & Gamble Co. that Lever competed unfairly in putting Swan soap on the market asked that the case be dismissed. It also charges that Procter & Gamble Co. infringed one of its soap patents. The two cases will probably come up for trial in September. Injunctions are sought in both.

Minimum wage of 40 cents set for cosmetic industry

A minimum wage of 40 cents per hour for the drug and cosmetic industries became effective July 7, following an order issued by Philip B. Fleming, administrator of the wage and hour division of the Department of Labor. The minimum applies to all phases of production of the articles covered in the

definition and it was recommended by a committee representative of the public and employees and employers.

It is expected that approximately 9,000 workers, out of a total 44,000 employees, will be affected.

Tube makers asked to save 70 per cent of tin by OPM head

Manufacturers of collapsible tubes for shaving preparations, paints and adhesives are being asked to save 70 per cent of the tin they now use, by substituting tin-coated tubes, known as 10 per cent tin-coated or tin alloys wherein the overall amount of tin does not exceed 15 per cent, for the 100 per cent tin tubes. The request comes from John D. Biggers, OPM Director of Production, and it is estimated that about 1,000 tons of tin will be saved annually. The substitution of alloys also applies to tubes, for the same purposes, formerly made of aluminum.

In his letter to the manufacturers, Mr. Biggers told them that their production should comply with one-third of this request by July 1, two-thirds by August 1 and all by September 1. Tube makers are to continue the measures of saving throughout the emergency or until notified otherwise by OPM.

Speaking of tubes for other products, Mr. Biggers said: "As other conservation measures may be necessary, it is suggested that you give consideration to means of effecting other savings of tin in your industry, particularly with regard to collapsible tubes for dental shaving preparations."

Esme of Paris perfumes now in the United States

The line of perfumes formerly manufactured in Paris, France, by Esme of Paris, is now being made in the United States by Miss Esme Davis, 117 W. 58th St., New York, N. Y., under the same name that was favorably received in the French capital.

Mem, Inc., grew so fast in one year it now needs entire building

Mem, Inc., has just completed its first year in business in the United States and in this time the enterprise has been so successful, according to Paul M. E. Mayer, president, that it has been found necessary to enlarge its quarters to occupy the entire building at 215 E. 22nd St., New York, N. Y.

At present Paul M. E. Mayer is on a two months' business trip throughout the country to become personally acquainted with buyers and store executives in all states.

Florasynth Laboratories, Inc., gives employees insurance policies

Florasynth Laboratories, Inc., New York, N. Y., at the annual meeting of executives in the New York offices, presented all employees with life insurance policies under the group plan. The occasion was the 25th anniversary of the company.

Under the direction of Louis A. Rosett, president; Charles L. Senior, vice president; William Lakritz, secre-



Charles Senior



Louis Rosett

tary, and Dr. Alexander Katz, treasurer, the concern has made marked progress and now operates branches in Chicago, Dallas, Denver, Los Angeles, San Francisco, Seattle and New Orleans. It also operates affiliated companies: Florasynth Laboratories (Canada) Ltd., Montreal, with branches in Toronto, Vancouver and Winnipeg; and Florasynth Laboratories de Mexico, S. A. It also has numerous connections in Latin America.

Starch for sunburn prevention being pushed in sales campaign

Corn Products Refining Co., New York, N. Y., which first suggested the use of Linit starch as a sunburn remedy last year, has expanded the same appeal in its sales campaign this summer. It suggests a mask made of Linit, cold cream and milk to be applied to parts of the body which sunburn most.

Six per cent advance in retail prices in mail order catalogs

An average increase in prices of six per cent in the fall and winter catalogs of Sears, Roebuck & Co. and Montgomery Ward & Co. is expected, according to authentic reports. The catalogs will be issued this month and will probably be the last complete ones during the war.

American Products Co. of Texas now located in larger quarters

American Products Co., dealers in raw materials, supplies and equipment for food manufacturers, is now located in new and larger quarters at 2411 Swiss Ave., Dallas, Texas.

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EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality, puts into your cream that which gives the skin that smooth soft velvety feeling.

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What to Expect in New Taxes

by ARNOLD KRUCKMAN, *Washington Correspondent*

THE latest revision as announced by the Ways and Means Committee of Congress tentatively increases the tax revenue to be collected from all manufacturers, importers, producers and dealers of toilet preparations to a total of \$13,100,000. Bear in mind this is to be the increase, the additional sum to be collected over and above the present revenue which varies between \$8,000,000 and \$12,000,000 per year. The base is to remain the same, but the expansion will cover all the ingredients that go into any preparation, and in the many items that are necessary to make an item ready for marketing.

The fundamental plan is based, for instance, on the basic materials that constitute a cold cream, or a perfume, or flavoring extract. If and when this new tax becomes effective the tax will be imposed not only on each and every tiny separate ingredient—many now not included—but it will include a tax on the jars, and the bottles, and the labels on the containers, and the wrappers of the containers, and the special art that may be utilized to make the containers attractive. The point that is important is to remember that every separate item used in making the article saleable will be taxed. It is this process that has widened the actual application of the base, be it 5 per cent or 10 per cent.

The memorandum covering this tentative tax increase, as devised by Congress, bears this footnote: "Tax to apply to sales at wholesale by manufacturers, importers, producers and dealers for resale at retail. Sales by taxpayers at retail are to be taxed on the wholesale basis. This means the tax will apply the same on those who manufacture, process or sell at wholesale, but it will not apply on retail sales from the premises of those who are both wholesalers and retailers. Those manufacturers or producers who are both wholesalers and retailers pay the tax on the wholesale transaction, but they do not pay an additional tax on the retail sale, at least not to the federal government. It is made clear, however, by those who have worked this program out, that every step in the wholesale transaction will be taxed. For instance, if the producer puts up a nail polish, and the wholesaler next in line adds a special package, or container, or some other expansion in wholesale merchandising, and the next handler, who is both wholesaler and retailer, adds still another merchandising transaction that applies to wholesale distribution, each one will be required

to pay a tax on the article. It does not yet appear if each merchandiser pays his own tax, or if the tax is paid collectively by the final wholesaler. There are many details yet undefined, and it is expected there will be many changes before the tax becomes law.

OTHER TAXES

The normal income tax to be paid by corporations remains untouched. On the whole the yield from corporation income tax is not expected to produce more than it brings at present. Alcohol is taxed \$1 per gallon more than heretofore. Taxes on trucks and similar automobiles are doubled. In addition every person or firm using trucks and automobiles will pay \$5 per machine for use. You will be taxed 5 per cent on every ticket bought for transportation, railway, bus, boat, or automobile. Your telephone tolls will be increased 5c. for every call costing 25c.; 10c. every call, 50c.; 15c. every call, \$1; 20c. every call, \$1.50; 25c. \$2.50; and 5c. for every additional 50c. or fraction. Tax on telegraph, cable and radio messages will be graduated in the same way. Flavoring syrups used in soft drinks will be taxed 6c. per gallon of the finished or fountain syrup. The committee has not yet reported upon toilet soaps.

Ways and Means Committee finished its work early in July. The minutes and data of the committee went into the office of the experts who draft the laws after the Fourth, and they are expected to deliver the finished product to Ways and Means late in July. Ways and Means will then report the proposed law to the House as whole, and at the same time transmit a copy to the Senate Finance Committee. This is the important committee of which Sen. Pat Harrison was chairman. At this writing the new chairman has not been selected. The fate of the bill to a large extent depends upon the chairman. From the sentiment of the members of the Senate Finance Committee it seems very likely there will be material modifications in the proposed law outlined by the Ways and Means Committee of the House. After the Senate Committee has finished its labors the bill it devises must be brought before the Senate, and it is likely the Senate will modify the bill on the floor. These modifications, and the modifications made from the floor of the House, will make necessary a conference proceeding of the two branches of Congress. And the final result of these conferences, as reported to both houses, will

constitute the final law, which is not expected to be adopted and enacted until late in September. It is probable it will not reach the desk of the President until October.

Under this schedule the first payment on the new taxes will not apparently be due until next March.

Price ceiling for essential oils, etc., under consideration

Hearings on price ceilings for essential oils, gums, waxes, and other ingredients for the manufacture of cosmetics, perfumes, soaps, flavors, pharmaceuticals and other toilet preparations, have been held in abeyance by Leon Henderson, administrator of OPACS, pending the movement to organize Defense Industry Advisory Committee for the industry.

More than thirteen of such committees have already been organized, and others will come into existence as swiftly as the machinery here can move. These committees will be sterner and more rigid versions of the NRA codes. Each industry is expected to transact the businesses of its industry through these committees which will be required to keep permanent representation in the capital.

The committee is devised to keep a close and constant liaison between government and the various industries of the national economy. The committees will be responsible for carrying out the orders of the government within the industry. The committee will in effect be a regulating and police organization to insure proper functioning of defense machinery.

The committee, when organized, will head up both to the OPM and the OEM. OPM directs the problems of production and handles many of the problems of priorities, while OEM embraces OPACS, the Henderson price-fixing organization. While Henderson has no direct power to enforce price-ceilings, he can punish recalcitrants by involving the aid of agencies with which the various industries must do business.

Robert E. McConnell, chief of conservation, Production Division, OPM, at a recent conference said he did not think the present defense program would cause a shortage of cosmetics, cold cream, face packs, astringents, lip rouge, lotions, and similar products. He explained that one of the problems which confronted his unit was to find a safe substitute for collapsible tubes. He felt uncertain about the safety of using lead tubes, tin-lined, for tooth paste which might cause lead poisoning, especially among children. He said the Food and Drug Administration and the National Bureau of Standards were carrying on experiments to determine the problem. He felt that face powder,

(continued on p. 77)

Even in wartime, cosmetics important, says Mary Dunhill

An Englishwoman is just as concerned now about her personal appearance and the use of beauty preparations as she



Mary Dunhill

was before her experiences with air raids, fires, rationings, blockades, etc., it is revealed by Mary Dunhill, London beauty authority and daughter of Alfred Dunhill, internationally known tobacconist. In a letter to Stephen A. Ogden, executive vice president of Mary Dunhill, Inc., New York, N. Y., distributor of the perfumes and cosmetics bearing Miss Dunhill's name, she says in part:

"Our cosmetics are rationed in a different way (from food)—a retailer may only purchase 25 per cent of the stock he bought last year, so you can imagine we are having to be economical with them, and they are 25 per cent dearer than before the war. Perfumes are scarce and very expensive, so most women have had to cut down on them considerably.

"What woman could face a 'Blitz' without her favorite lipstick? True, we have less time to spend on our beauty treatments, but believe me we are none the less anxious to look our best at all times. That, I think, is morale to a woman. So we go in for home treatments more and use our preparations sparingly. You will seldom see a young woman in an air raid shelter without make-up, even in the middle of the night, and I think most of us keep a small make-up kit or a bag with a few essentials always ready-packed to seize in case of an emergency. So many women are evacuated from London and the larger towns, and they have to manage their own beauty treatments and often hairdressing, and mostly they do it remarkably well."

Pageant marks opening of Coty's new Rockefeller Center shop

Coty, Inc., marking the formal opening of its new establishment in Rockefeller Center, New York, N. Y., entertained with a pageant, dinner and dance, July 9, in the sunken Plaza of Rockefeller Plaza. Radio City Music Hall's Rockettes and Corps de Ballet participated in the pageant, "Beauty Is a Joy Forever," which included two ballets descriptive of perfumes and cosmetic colors and a parade of costumes representing famous perfumes as well as

modern fashions expressive of perfumes and make-up colors. The pageant was climaxed with the crowning of a blonde and a brunette as two ideal American beauties.

The appearance of the Rockettes was the first in America outside the theater, their only other away-from-home performance having been given in Paris in 1937 when they were honored by the French government.

House of Louis Philippe distributes its own products

The House of Louis Philippe is the name of the newly created company which will handle the sales and distribution of Louis Philippe-Angelus cosmetics, formerly distributed by Affiliated Products, Jersey City, N. J. Herbert Hyams is sales manager.

Hysan Products Co. in new quarters in Chicago, Ill.

Hysan Products Co. is now located in its new plant at 58 E. Cullerton St., Chicago, Ill.

American Pharmaceutical Assn. to visit Henry Ford's village

The American Pharmaceutical Assn., which will hold its convention in Detroit, Mich., Aug. 17-23, will visit Henry Ford's Greenfield village. An attendance of more than 1600 is expected which is about twice the normal attendance.

Ample supplies of Zanzibar cloves are available

There are ample supplies of Zanzibar cloves, according to advices just received from the Clove Growers Assn. of Zanzibar.

Simultaneous vacation for all employees of Godefroy Mfg. Co.

All employees of the Godefroy Mfg. Co., St. Louis, Mo., are having a simultaneous vacation period from July 4 to 19. The period was selected by popular vote, President Charles W. Godefroy reports.

FDA seizes heatless waving units and vitamin skin cream

The Food and Drug Administration seized 8504 heatless permanent waving units in April on the charge that they consisted in part of a curling solution found to contain a water solution of ammonium hydrogen sulphide, a poisonous substance. It also seized 87 jars of a so-called vitamin skin cream bearing misleading statements.

Otto Wegner receives honorary degree

Otto Wegner, director of manufacturing and production for Nelson, Baker & Co., Detroit, Mich., received



Otto Wegner

an honorary master of science degree in pharmacy June 16 from the Detroit Institute of Technology, the school from which he was graduated in 1903. Mr. Wegner, well known to the drug and cosmetic industry for more than 40 years, is a member of the executive board of the Michigan Allied Drug and Cosmetic Assn. and a member of the American Pharmaceutical Assn.

Hairdressers and Cosmetologists to meet in New York Oct. 13-16

The 21st annual convention of the National Hairdressers' and Cosmetologists' Assn. will be held at the Pennsylvania Hotel, New York, N. Y., October 13 to and including October 16. President Edna L. Emme announces.

FDA seizes vanilla and lemon extracts at Army and CCC camps

The Food and Drug Administration has been active in seizing vanilla and lemon extracts at various army and CCC camps. It is alleged that the vanilla is a substitute containing resinous substances not found in genuine vanilla and that the lemon extract is deficient in lemon oil.

In Chicago, Ill., 47 one-gallon bottles of pure vanilla extract was seized on the ground that it was adulterated.

DCAT committees formulate plans for fall Skytop meeting

More than 25 members of the Drug, Chemical and Allied Trades Section of the New York Board of Trade met on June 12 at the Advertising Club for luncheon to draw up the program for the section's annual fall meeting and golf tournament which will be held on October 23-26, at the Skytop Club, Skytop, Pa.

John Toohy, chairman of the section, presided. A program similar to that of last year was decided upon. R. F. Berls, vice chairman of the section and general chairman of the meeting, expressed the hope that all section members who wish to attend this year would make reservations promptly as hotel space is limited.

The American Perfumer



Cosmetic credit men break records at annual outing

A new high record in enjoyment, if not in golf scores, was registered at the annual outing of the Drug, Cosmetic and Chemical Credit Men's Assn. at the home of Nat Otte, Great Neck, L. I., June 20.

Guests and members arrived at noon for a light luncheon and cocktails. After this, the fairer sex played bridge and sang songs to the enchanting melodies of the talented Edward Zisnowski at the piano.

Fred Kaiser was the first to tee off. He was followed by Louis Candee, Adrian Kelly and Warren Hawkins. Mr. Hawkins started off with 12 balls and ended up at the ninth hole when he retired with two, thus making him a champion in one respect at least.

Ellis Barkerding, Henry Wiedman, Edward Holgan and John Hazlett followed. The temperature was 90 degrees but this was the first foursome to come in under 80.

Herbert Kranich, Thomas Sinnot and Edward Farrell followed. Honors for this threesome went to Mr. Farrell who shot six balls out of bounds, but found two which he claimed; so that his net loss was 4.

E. W. Kavanagh, A. Parkinson and E. Utter followed and Roy Coolidge, Hugh Wade and Richard Goddard were

1. Miss Mabel Thormahlen and Miss Clare Gincel were the center of attraction
2. After a mighty drive the gentleman shown hunted for his ball off the fairway
3. Gaiety was the rule at the informal cocktail party when the members assembled
4. The popular host, Nat Otte, looks over the terrace to see that everyone is happy
5. Richard Goddard, Miss Freystedt and Hugh Wade discuss the weird feats of magic
6. A pantomime: George Patterson and Mrs. William Zimmerman. Who does the talking?
7. Nat Otte, secretary, examining one of his clubs to determine why he missed the ball
8. Three Eds: Kavanagh, Foster and Zisnowski added a touch of harmony to the fun
9. Hugh Wade, Richard Goddard and Roy Coolidge played as well as any of the stars
10. Edward Farrell and Fred Kaiser prove that their skill is not confined to golf
11. William Zimmerman tells Mr. Ferrara why he didn't play golf in 90 degree heat
12. Handsome Herbert Kranich was surrounded at all times by admiring friends

the last to come in. Mr. Goddard was asked to give his score. "I'm not used to this double figure stuff," he answered. "I must take time to get my score."

William Zimmerman arrived late and so missed the cocktail party which must have broken his heart as he didn't play golf. George Patterson also came in too late to play golf. However, this was interpreted as a generous gesture to permit some one else to win the tournament prize.

Such an enjoyable time followed at the buffet supper and entertainment that the golf winners were forgotten. Some amazingly clever tricks in magic by Mr. and Mrs. John Trepel still have those who witnessed them puzzled for seemingly they defied the laws of physics. Music and informal gaiety followed this entertainment until a late hour.

Charley Ackerman of Neptune Meter and his charming wife attended with Jack Hazlett of Certainteed Products and his charming wife. It is to be noted that Mr. Ackerman did not have a meter on the Scotch.

The complete success of the affair was due to the work of the entertainment committee, of which F. Utter was chairman. In closing, it might be added that Edward Farrell proved to be a marvelous bartender and his associate Thomas Sinnot won a new reputation for ability on the other side of the bar.

Robert Felton flies by stratoliner to visit home office

Robert E. Felton, of Los Angeles, Calif., manager of Felton Chemical Co.'s West Coast division, flew to New York, N. Y., recently on a stratoliner for a week's visit at the company's main offices in Brooklyn.

Mr. Felton stated that business on the Coast, as in the East, is excellent.

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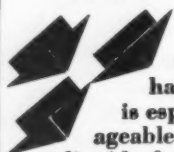
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BIMS bake in the heat as they bang the ball in Haworth

Despite a 90-degree heat and sultry weather, 75 members and guests of the BIMS enjoyed a golf match at Haworth, N. J., June 26. Prizes were awarded at the dinner following by Martin Schultes. The winners follow:

W. Kyle Sheffield, Stanley Sapery, Charles M. Macauley, E. A. Bush, William F. Zimmerman, William H. Gunther, Wallace A. Bush, Joseph F. Kelly, David J. Stewart, Jr., Frank W. Mahr, Bernie Carlin, Alfred Egerter, Thomas F. Hickey, Richard R. Powell, Burton T. Bush, R. William Bjork, Jack Patterson, Robert A. Kramer, Walter S. Nuckols.

The next meeting will be held at the Sleepy Hollow Country Club, Tarrytown, N. Y., July 31. As usual, a dinner will follow the tournament.

Allen H. Rabin Co. to make cosmetics in Los Angeles, Calif.

A new factory for the manufacture of toiletries and cosmetics has been established at 4804 De Kalb avenue, Los Angeles, Calif., by the Allen H. Rabin Co. Equipment valued at \$15,000 has been installed in the 12,000 sq. ft. of plant space.

Expect over million new families to move into higher income groups

Despite the dislocations that inevitably accompany an all-out defense effort, the rapidly broadening base of America's mass market is of utmost importance to manufacturers.

In 1940 more than 500,000 families moved out of the \$1,000 a year income class into higher brackets. By the end of 1941, it is computed that there will be 1,250,000 new families with incomes between \$1,000 and \$2,000 per year. Most of the present tax proposals will not affect these incomes.

Obituaries

Mrs. John R. Fischbeck

Mrs. Rebecca C. Fischbeck, wife of John R. Fischbeck and mother of Charles Fischbeck, vice president of P. R. Dreyer, Inc., New York, N. Y., died July 2 following an illness of about two months. She was 78 years of age. She is survived by five other sons, Henry J., John D., Edmund W., Richard H., George S., and fifteen grandchildren.

J. Edward Young

J. Edward Young, senior partner of Thurston & Braidich, New York, N. Y., died June 14 at Brockville, Ont., Can-

ada. Mr. Young was 74 years of age.

He was born in Jersey City, N. J., May 1, 1867 and in 1883 entered the employment of T. B. Merrick & Co. Originally the firm was organized in



J. Edward Young

1856 as Haskell, Merrick & Bull. A decade later Messrs. Haskell and Bull retired. The late William R. Thurston entered the firm in 1876 and the late A. F. Braidich in 1880. When Mr. Merrick retired in 1884 the name

was changed to Thurston & Braidich. In 1890, J. Edward Young was made a partner. The same year Charles R. Rosevear entered the employ of the company and became a partner in 1905. In 1920, Mr. Young and Mr. Rosevear formed a new partnership under the old name. In 1934, Mr. Young, who had a warm appreciation of the work of his associates, admitted to partnership in the firm Edward S. Buckley, an authority in the vanilla bean industry, Charles F. Walden and Charles R. Rosevear, Jr.

Mr. Young was known for his expert knowledge of the vanilla bean business and was loved throughout the industry for his charming personality and his sincerity. He believed that no man succeeded in business without the help of his associates; and for the success that came to him he gave full credit to them.

Trade Jottings

Elizabeth Arden's Liquid Bronze Glo make-up is designed to give the user a suntanned look. It comes in two sizes. There is also a rouge, in light and dark shades, to accompany it.

Lentheric has packaged its daytime fragrances, known as Bouquets, in miniature handboxes which come in a variety of colors and are decorated with satin bows in harmonizing shades.

Helena Rubinstein has created a special Young Complexion Kit for the teenage girl. The leather kit contains the following: Beauty Grains for washing, Medicated Cream for occasional blemishes, Snow Lotion for foundation, Pasteurized Face Cream for cleansing and massage, and Flower Petal face powder and lipstick for make-up.

Northam Warren Corp., makers of Cutex nail polish, has collaborated with five lipstick firms to match lipstick and nail polish shades. A Harmony Chart shows customers of variety stores which lipsticks, in five leading lines, best harmonize with the eight

best selling Cutex polish shades. The lipstick lines are Ponds, Tangee, Irresistible, Flame-Glo, Cashmere Bouquet.

Barbara Gould's Rose Geranium liquid deodorant is designed for use by both men and women. It is said not to injure fabrics and it may be used immediately after shaving.

Dorothy Gray is planning for September its annual half-price sale of cleansing creams, including the Salon Cold Cream, Dry Skin Cleanser or Cream No. 683, and Liquefying Cleansing Cream.

Yardley & Co.'s new packages include After-Shower Powder. It comes in an over-size tin, chunky in design. There is an After-Shower set, combining the powder and hair tonic. Another new package from this house is Bond Street, matching Bond Street toilet water and talc. The box for this is red, white and blue, with golden scrolls.

Seventeen's new bubble bath comes in a family size container of more than four pounds. It is available in three scents, Apple Blossom, Gardenia and Pine. The colors of the striped package are different for each fragrance.

Associated Distributors add nail polish remover pads to their Chen Yu nail lacquer line. One pad may be used for a complete removal of polish from all ten fingers. Twenty-five pads are packed in a jar.

Richard Hudnut's newest presentation in the Yanky Clover line is a bubble bath. It is packaged in an oval, hour-glass shaped bottle, containing nine ounces.

Parfums Corday's new addition to its Jet fragrance is dusting powder which is presented in a six-ounce black and white box with padded satin covers.

Frances Denney introduces a new eau de cologne deodorant. It comes in the firm's popular fragrances and is available in two sizes.

Bourjois offers an Evening in Paris bath powder combination. It is a full size box of bath powder with a three-quarter ounce bottle of cologne in the same fragrance. The package and carton carry the familiar theme in silver and midnight blue.

Primrose House is offering a special on its Forget-Me-Not cologne, with atomizer, until July 31. As part of the promotion for the event, the cologne was sprayed from one of the windows of James McCreery & Co., New York, N. Y., during July 7 to 14.

Shulton, Inc., has added toilet soap to its new Desert Flower line. Like the other packages, the container has a carved flower in its cover.



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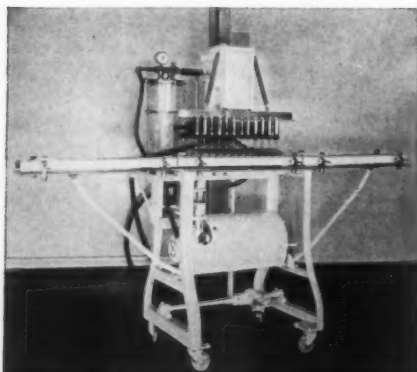
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Foreign Shipments Arrive

MOUNTING taxes and defense needs may force changes in consumer buying habits and merchants already are discussing ways and means of diverting purchases to goods which will be more readily obtainable than those which are obviously going to be limited in quantity because of priorities, etc. It is pointed out that producers and retailers catering to incomes which will be more heavily taxed are likely to find business reduced while department stores and other outlets patronized by the rank and file of workers, particularly those engaged in munitions work, are likely to experience an uptrend in sales.

Shortages of several basic materials and essential oils continued to work a hardship on aromatic chemical manufacturers who were in receipt of large orders from the soap, cosmetic and several other major consuming lines. While a portion of the demand was reported to be for immediate requirements, many buyers seemed rather anxious to stock up, for fear of acute shortages later on and the possibility of having to pay a great deal more for materials.

Effect of Russo-Nazi Conflict

The effect on the essential oil market of the sudden Nazi-Russian conflict was to cause immediate higher quotations on pine needle, caraway and coriander oils, replacements for which will be almost impossible according to dealers.

Considerable quantities of Russian peppermint oil have been arriving in this country in recent years and,

with the possibility of future shipments being cut off, it is quite likely that a firmer market will be seen here for the domestic oil since holders in the country have been attempting to get much better prices for their oil for some time.

French Floral Oils Arrive

French floral oils have been arriving in the United States. Most of these shipments have been on French boats coming by way of Martinique. It is doubtful, however, if further arrivals will be likely. If shipments do come through, they will be entirely unexpected.

Late in the period, local dealers reported that in the future shipments of Dutch East Indian and Japanese products will likely go to the Pacific Coast and from there they will have to be brought overland by rail. Although this method of transportation will probably add to the cost of obtaining these goods, it nevertheless will afford quicker shipment.

Citronella Products Advance

Citronella products have staged a sharp advance and in the absence of offers from Java or Ceylon it is feared that further advances will be seen. Most all of the Ceylon oil is reported to be going to Great Britain while in the case of the Java oil there is the question of obtaining available steamer space. A large percentage of our rubber supply is derived from the Dutch East Indies and this commodity undoubtedly will be given preferential space on steamers.

Various articles going into the soft drink trade were strong and active. Early arrival of hot weather lifted retail sales and the increased movement stimulated activity in the wholesale trade. Most of the demand for citrus oils centered on the California products because of shortages and high prices of imported oils. Citric acid and tartrates were active and various fruit flavors were moving in exceptionally good volume.

Far Eastern markets remain open and in some quarters trade factors believe that more favorable prices are likely to prevail on safrol and artificial sassafras by late summer. Cassia oil has been steadily advancing due to higher costs. Little change has occurred in anise. No Chinese menthol is available on spot but new crop should soon be offered for shipment. Spot prices on Japanese menthol are about on a parity with replacement costs, thus it would not require much of a demand here to bring about a further upward movement in prices.

Refined Beeswax Goes Up

The refined beeswax market was strong. Local houses reported a brisk demand for all grades as the result of a report to the effect that the crop of Brazilian crude had been washed out by floods.

Vanilla bean prices scored further advances. Practically all new crop Mexican cut beans have been sold and some jobbers have been in Mexico seeking what few lots of whole beans there are remaining unsold. No Bourbon beans are obtainable on spot and quotations on South American sorts are largely nominal because of limited offers in the market.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

| | | |
|----------------------------|---------|--------|
| Almond Bit, per lb. | \$4.25 | Nom'l |
| S. P. A. | 4.10@ | \$4.30 |
| Sweet Truo | 1.90@ | 2.00 |
| Apricot Kernel | .50@ | .55 |
| Amber rectified | 1.90 | Nom'l |
| Angelica root | 150.00 | Nom'l |
| Anise, U. S. P. | .90@ | 1.00 |
| Aspic (spike) Span. | 2.65@ | 3.00 |
| Avocado | .80@ | .85 |
| Bay | 1.25@ | 1.35 |
| Bergamot | 22.00 | Nom'l |
| Artificial | 4.00@ | 9.25 |
| Birch sweet | 1.60@ | 3.50 |
| Birchtar, crude | .80 | Nom'l |
| Birchtar, rectified | 1.70 | Nom'l |
| Bois de Rose | 2.90@ | 3.25 |
| Cade, U. S. P. | .85@ | .90 |
| Caljeput | .98@ | 1.05 |
| Calamus | 18.00 | Nom'l |
| Camphor, "white" | .25@ | .27 |
| Cananga, Java native | 7.75@ | 8.00 |
| Rectified | 8.75@ | 9.00 |
| Caraway | 10.00@ | 11.00 |
| Cardamon, Ceylon | 25.00@ | 30.00 |
| Cassia rectified, U. S. P. | 3.00@ | 3.10 |
| Cedar leaf | 1.15@ | 1.40 |
| Cedar wood | .30@ | .52 |
| Celery | 28.00@ | 30.00 |
| Chamomile | 110.00@ | 125.00 |
| Cinnamon | 9.75@ | 32.00 |
| Citronella, Ceylon | .59@ | .61 |
| Java | .59@ | .61 |
| Cloves, Zanzibar | 1.25@ | 1.40 |
| Copaiba | .55@ | .70 |
| Coriander | 20.50@ | 22.00 |
| Imitation | 8.00@ | 8.50 |
| Croton | 3.00@ | 3.75 |
| Cubebs | 3.75@ | 4.00 |
| Cumins | 8.00@ | 10.00 |
| Dillseed | 5.50 | Nom'l |
| Erigeron | 2.20@ | 2.75 |
| Eucalyptus | .67@ | .81 |
| Fennel, Sweet | 3.00@ | 3.75 |
| Geranium, Rose, Algerian | 15.25@ | 18.00 |
| Bourbon | 15.00@ | 18.00 |
| Turkish | 3.25@ | 3.80 |
| Ginger | 8.25@ | 9.00 |
| Guaiac (Wood) | 3.75@ | 4.00 |
| Hemlock | 1.25@ | 1.35 |
| Substitute | .55@ | .60 |
| Juniper Berries | 15.00 | Nom'l |
| Juniper Wood, imitation | .75@ | .80 |
| Laurel | 5.00 | Nom'l |
| Lavandin | 6.00 | Nom'l |
| Lavender, French | 8.00@ | 11.00 |
| Lemon, Italian | 5.75@ | 6.25 |
| Calif. | 3.25@ | 4.00 |
| Lemongrass | 2.00 | Nom'l |
| Limes, distilled | 6.75@ | 7.10 |
| Express | 9.50@ | 10.50 |
| Linaloe | 3.00@ | 3.25 |
| Lovage | 85.00@ | 95.00 |
| Marjoram | 6.00@ | 17.00 |
| Neroli, Bigrade, P. | 340.00@ | 380.00 |
| Petale, extra | 375.00@ | 400.00 |
| Olibanum | 5.25@ | 5.75 |
| Opopanax | 18.00@ | 20.00 |
| Orange, bitter | 6.00 | Nom'l |
| Sweet, W. Indian | 5.50 | Nom'l |
| Italian | 8.25 | Nom'l |
| Calif. exp. | 2.75@ | 3.00 |
| Orris root, con. (oz.) | 19.25 | Nom'l |
| Artificial | 42.00@ | |
| Orris root, abs. (oz.) | 100.00 | Nom'l |
| Pennyroyal Amer. | 3.25@ | 3.50 |
| European | 2.75@ | 3.00 |
| Peppermint, natural | 3.50@ | 3.65 |
| Redistilled | 3.75@ | 4.00 |

| | | |
|------------------------|--------|-------|
| Petitgrain | 1.55@ | 3.00 |
| Pimento | 3.00@ | 8.00 |
| Pinus Sylvestris | 3.40@ | 3.85 |
| Pumillonis | 3.75@ | 4.00 |
| Rose, Bulgaria (oz.) | 22.00 | Nom'l |
| Synthetic | 30.00@ | 42.00 |
| Rosemary, French | 2.00 | Nom'l |
| Spanish | 1.00@ | 1.25 |
| Sage | 7.50 | Nom'l |
| Sage, Clary | 45.00 | Nom'l |
| Sandalwood, East India | 5.50@ | 6.00 |
| Australia | 5.80@ | 6.00 |
| Sassafras, natural | 1.10@ | 1.20 |
| Artificial | .80@ | .85 |
| Snake root | 8.75@ | 10.00 |
| Spearmint | 2.75@ | 3.00 |
| Thyme, red | 1.50@ | 2.00 |
| White | 1.75@ | 2.25 |
| Valerian | 30.00 | Nom'l |
| Vetivert, Java | 8.25@ | 8.50 |
| Wintergreen | 4.00@ | 8.00 |
| Wormseed | 2.45@ | 2.85 |
| Ylang Ylang, Manila | 24.00 | Nom'l |
| Bourbon | 10.00 | Nom'l |

TERPENELESS OILS

| | | |
|----------------|---------|---------|
| Bay | 2.25@ | 3.00 |
| Bergamot | 49.00 | Nom'l |
| Clove | 3.00@ | 4.75 |
| Coriander | 48.00@ | 50.00 |
| Geranium | | Nominal |
| Grapefruit | 60.00@ | 65.00 |
| Lemon | 22.00@ | 25.00 |
| Lime, ex. | 68.00@ | 70.00 |
| Distilled | 57.00@ | 60.00 |
| Orange, sweet | 160.00@ | 175.00 |
| Peppermint | 8.75@ | 9.00 |
| Petitgrain | 2.65@ | 3.75 |
| Rosemary | 7.50@ | 10.00 |
| Vetivert, Java | 50.00 | Nom'l |

DERIVATIVES AND CHEMICALS

| | | |
|-------------------------|----------|---------|
| Acetaldehyde 50% | 1.60@ | 2.00 |
| Acetophenone | 1.65@ | 1.80 |
| Alcohol C 8 | 9.00@ | 13.00 |
| C 9 | 22.00@ | 35.00 |
| C 10 | 9.75@ | 13.50 |
| C 11 | 17.50@ | 20.00 |
| C 12 | 7.45@ | 15.00 |
| Aldehyde C 8 | 22.50@ | 28.00 |
| C 9 | 23.00@ | 30.00 |
| C 10 | 29.00@ | 35.00 |
| C 11 | 21.25@ | 23.50 |
| C 12 | 28.00 | Nom'l |
| C 14 (so-called) | 9.50@ | 10.00 |
| C 16 (so-called) | 8.25@ | 12.00 |
| Amyl Acetate | .50@ | .75 |
| Amyl Butyrate | .90@ | 1.10 |
| Amyl Cinnamate | 4.50@ | 5.80 |
| Amyl Cinnamate Aldehyde | 2.00@ | 3.50 |
| Amyl Formate | 1.00@ | 1.75 |
| Amyl Phenyl Acetate | 3.00 | Nom'l |
| Amyl Salicylate | .70@ | .85 |
| Amyl Valerate | 2.10 | Nom'l |
| Anethol | 1.05@ | 1.30 |
| Anisic Aldehyde | 2.80@ | 3.20 |
| Benzophenone | .90@ | 1.30 |
| Benzyol Acetate | .75@ | 1.00 |
| Benzyol Alcohol | .70@ | 1.00 |
| Benzyol Benzoate | .85@ | 1.75 |
| Benzyol Butyrate | 3.00@ | 3.50 |
| Benzyol Cinnamate | 5.25@ | 6.50 |
| Benzyol Formate | 3.60@ | 4.00 |
| Benzyol-Iso-eugenol | 10.00@ | 11.25 |
| Ponzyldenacetone | 2.25@ | 3.40 |
| Borneol | 2.00 | Nom'l |
| Bornyl Acetate | 2.00 | Nom'l |
| Bromstrol | 4.00@ | 4.25 |
| Butyl Acetate | .08 1/2@ | .14 1/2 |

| | | |
|--------------------------------|---------|-------|
| Butyl Propionate | 2.00@ | |
| Butyraldehyde | 12.00@ | |
| Cinnamic Acid | 3.75@ | 4.50 |
| Cinnamic Alcohol | 6.10 | Nom'l |
| Cinnamic Aldehyde | 1.10@ | 1.35 |
| Cinnamyl Acetate | 6.75@ | 9.25 |
| Cinnamyl Butyrate | 12.00@ | 14.00 |
| Cinnamyl Formate | 13.00@ | |
| Citral C. P. | 4.00@ | 4.50 |
| Citronellal | 1.60@ | 2.25 |
| Citronellol | 2.25@ | 3.00 |
| Citronellyl Acetate | 4.00@ | 5.10 |
| Coumarin | 2.75@ | 3.00 |
| Cuminic Aldehyde | 13.00@ | 17.00 |
| Diethylphthalate | .24@ | .33 |
| Dimethyl Anthranilate | 5.10@ | 6.25 |
| Ethyl Acetate | .25@ | .50 |
| Ethyl Anthranilate | 5.75@ | 7.50 |
| Ethyl Benzoate | .95@ | 1.50 |
| Ethyl Butyrate | .85@ | 1.10 |
| Ethyl Cinnamate | 3.50@ | 3.80 |
| Ethyl Formate | .75@ | 1.25 |
| Ethyl Propionate | .95@ | 2.00 |
| Ethyl Salicylate | 1.10@ | 2.25 |
| Ethyl Vanillin | 6.25@ | 6.50 |
| Eucalyptol | .95@ | 1.10 |
| Eugenol | 2.25@ | 2.80 |
| Geraniol, dom. | 1.65@ | 3.50 |
| Geranyl Acetate | 1.65@ | 2.25 |
| Geranyl Butyrate | 4.75@ | 6.50 |
| Geranyl Formate | 4.25@ | 6.25 |
| Heliotropin, dom. | 3.75@ | 4.00 |
| Hydrotopic Aldehyde | 25.00@ | 27.50 |
| Hydroxycitronellal | 3.00@ | 6.00 |
| Indol. C. P. (oz.) | 31.00@ | 35.00 |
| Iso-borneol | 2.00 | Nom'l |
| Iso-butyl Acetate | 1.50@ | 2.25 |
| Iso-butyl Benzoate | 2.00@ | 2.75 |
| Iso-butyl Salicylate | 2.60@ | 5.00 |
| Iso-eugenol | 2.95@ | 4.50 |
| Iso-safrol | 2.00@ | 2.25 |
| Linalool | 4.10@ | 5.00 |
| Linalyl Acetate 90% | 7.25 | Nom'l |
| Linalyl Anthranilate | 15.00@ | |
| Linalyl Benzoate | 10.50@ | |
| Linalyl Formate | 9.00@ | 12.00 |
| Menthyl, Japan | 4.15@ | 4.25 |
| Chinese | 4.15@ | 4.25 |
| Synthetic | 4.00@ | 4.10 |
| Methyl Acetophenone | 1.60@ | 2.00 |
| Methyl Anthranilate | 2.30@ | 3.25 |
| Methyl Benzoate | .85@ | 1.75 |
| Methyl Cellulose, f.o.b. ship- | | |
| ping point | Nominal | .60 |
| Methyl Cinnamate | 2.85@ | 3.25 |
| Methyl Eugenol | 3.50@ | 6.75 |
| Methyl Heptenone | 2.50@ | 4.50 |
| Methyl Heptene Carbonate | 45.00 | Nom'l |
| Methyl Iso-eugenol | 6.25@ | 11.50 |
| Methyl Octine Carbonate | 24.00@ | 30.00 |
| Methyl Paracresol | 2.50 | Nom'l |
| Methyl Phenylacetate | 2.25 | Nom'l |
| Methyl Salicylate | .38@ | .40 |
| Musk Ambrette | 3.85@ | 4.20 |
| Ketone | 4.08@ | 4.35 |
| Xylene | 1.25@ | 1.55 |
| Nerolin (ethyl ester) | 1.35@ | 1.80 |
| Paracresol Acetate | 2.50@ | 5.00 |
| Paracresol Methyl Ether | 2.50@ | 3.50 |
| Paracresol Phenyl-acetate | 6.50@ | 8.50 |
| Phenylacetaldehyde 50% | 2.50@ | 4.00 |
| 100% | 4.10@ | 7.00 |
| Phenylacetic Acid | 2.00 | Nom'l |
| Phenylethyl Acetate | 3.00@ | 5.00 |
| Phenylethyl Alcohol | 2.75@ | 3.50 |
| Phenylethyl Anthranilate | 16.00@ | |
| Phenylethyl Butyrate | 6.50@ | 10.00 |
| Phenylethyl Propionate | 5.00@ | 6.50 |
| Phenyl Formate | 12.50@ | 18.00 |

| | | | | | |
|--------------------------|--------------|-----------------------------|------------------|------------------------------|--------------|
| Phenyl Valerianate | 16.00@ 17.50 | Barax, crystals, carlot ton | 48.00@ 58.00 | Rose water, carboy | 6.50@ 8.00 |
| Phenylpropyl Acet. | 10.00 Nom'l | Boric Acid, ton | 125.00@ 140.00 | Rosin, M. per cwt. | 2.65@ |
| Phenylpropyl Alcohol | 4.00@ 6.30 | Calamine | .18@ .20 | Salicylic acid | .35@ .40 |
| Phenylpropyl Aldehyde | 8.65@ 12.00 | Calcium, phosphate | .08@ .08 3/4 | Saponin | 3.00@ 3.25 |
| Rhodinol | 35.00@ 38.00 | Phosphate, tri-basic | .09@ .10 | Silicate, 40°, drums, works, | |
| Safrol | 1.10 Nom'l | Camphor | .75@ .81 | 100 pounds | .80@ 1.20 |
| Santalyl Acetate | 20.00@ 22.50 | Domestic | .62@ .75 | Soap, neutral white | .20@ .25 |
| Skatol C. P. (oz.) | 5.50@ 8.00 | Castoreum | 13.00@ 26.00 | Sodium, Carb. | |
| Styrolal Acetate | 3.50@ 5.10 | Cetyl Alcohol | 1.50@ 2.00 | 58% light, 100 pounds | 1.35@ 2.35 |
| Styrolal Alcohol | 9.25@ 12.00 | Pure | 1.85@ 2.25 | Hydroxide, 76% solid, 100 | |
| Terpineol, C. P. | .30@ .42 | Chalk, precip. | .03 1/2@ .06 1/2 | pounds | 2.60@ 3.75 |
| Terpinyl Acetate | .90@ 1.20 | Cherry laurel water, carboy | 5.75@ 6.25 | Spermaceti | .23@ .25 |
| Thymene | .45@ | Citric Acid | .21 Nom'l | Stearate zinc | .27 Nom'l |
| Thymol | 1.55@ 1.60 | Civet, ounce | 20.00@ 49.00 | Styrax | 1.50@ 1.75 |
| Vanillin (clove oil) | 2.60@ 2.75 | Clay, Colloidal | .07@ .15 | Tartaric acid | .64 Nom'l |
| (guaiacal) | 2.50@ 2.65 | Cocoa butter lump | .15@ .25 | Tragacanth, No. 1 | 3.00@ 3.10 |
| Lignin | 2.50@ 2.65 | Cyclohexanol (Hexalin) | .30@ .50 | Triethanolamine | .34 1/2@ .42 |
| Vetivert Acetate | 25.00 Nom'l | Fuller's Earth, ton | 15.00@ 33.00 | Violet flowers | 1.75@ 2.00 |
| Violet Ketone Alpha | 8.50@ 14.00 | Glycerine, C. P. drums | .14 1/2@ .17 1/4 | Zinc Oxide, U. S. P. bbls. | .20 Nom'l |
| Beta | 8.50@ 10.00 | Gum Arabic, white | .42@ .45 | | |
| Methyl | 6.00@ 8.00 | Amber | .19@ .21 | | |
| Yara Yara (methyl ester) | 1.50@ 1.75 | Gum Benzoin, Siam | 2.00@ 2.25 | | |
| | | Sumatra | .22@ .25 | | |
| | | Gum galbanum | 1.65@ 1.80 | | |
| | | Gum myrrh | .55@ .65 | | |
| | | Henna powd. | .37@ .38 | | |
| | | Kaolin | .03@ .05 | | |
| | | Labdanum | 3.25@ 5.00 | | |
| | | Lanolin, hydrous | .18@ .19 | | |
| | | Anhydrous | .20@ .21 | | |
| | | Magnesium, Carbonate | .09@ .10 3/4 | | |
| | | Stearate | .24@ .27 | | |
| | | Musk, ounce | 35.50@ 40.00 | | |
| | | Olibanum, tears | .25@ .30 | | |
| | | Siftings | .09@ .13 | | |
| | | Orange flower water, carboy | 8.75@ 9.00 | | |
| | | Orris root, powd. | 2.00 Nom'l | | |
| | | Paraffin | .06 1/4@ .09 | | |
| | | Peroxide | 1.10@ 1.75 | | |
| | | Petrolatum, white | .06 1/4@ .08 1/2 | | |
| | | Quince seed | 1.50@ 2.00 | | |
| | | Rich starch | .08@ .09 1/2 | | |
| | | Rose leaves, red | 3.00@ 3.50 | | |

BEANS

| | |
|----------------------|--------------|
| Angostura | 2.40@ 2.65 |
| Tanka Beans, Surinam | .80@ .85 |
| Vanilla Beans | |
| Mexican, whole | 11.00@ 11.50 |
| Mexican, cut | 10.50@ 11.00 |
| Bourbon, whole | 12.00 Nom'l |
| South American | 10.50@ 11.00 |
| Tahiti | 6.00@ 7.15 |

SUNDRIES AND DRUGS

| | |
|-------------------------|--------------|
| Acetone | .10 Nom'l |
| Almond meal | .25@ .27 |
| Ambergris, ounce | 12.00@ 20.00 |
| Balsam, Copaiba | .32@ .35 |
| Peru | 1.45@ 1.50 |
| Beeswax, bleached, pure | |
| U.S.P. | .45@ .46 |
| Yellow, refined | .40@ .42 |
| Bismuth sub-nitrate | 1.20@ 1.22 |

(continued from p. 69)

peroxide, hair henna, hair dyes, and products requiring chemicals may be limited because the chemicals may increasingly be required for military uses. McConnell apparently felt the pressure upon the industry by reason of need of the military will develop rapidly.

Col. George S. Brady, who has been the prime influence in OPACS in matters of the toilet preparations industries, has been transferred to the export section, and is hunting for substitutes for exports and imports. No one has yet been chosen to replace Col. Brady.

New Ivory soap introduced in New York, July 10

Appearing in a new and streamlined form, one of America's best known products, Ivory soap, was launched before 100 guests at a preview luncheon at the Waldorf-Astoria hotel, in New York, N. Y., July 10.

Miss Eleanor Ahearn, director of home economics of Procter & Gamble Co., as hostess, introduced W. G. Werner, advertising manager, who announced the advent of the new Ivory soap, the result of years of experiment in Procter & Gamble laboratories.

months of market research, periods of actual home use by consumer juries, and nearly a year's experience in test markets in hard and soft water areas.

Foragers enjoy another annual outing without any rain

A cloudless day marked the annual outing of the Foragers on June 28 to the New Jersey coast where the usual sports were enjoyed. As a result the wisdom of refusing to take out rain insurance was well justified. The affair was arranged by George Dermody, Walter Conklin and George Zennell.

Poet, composer inspire Lenthéric window displays

Baudelaire, the poet and Debussy, the composer, provided the inspiration for recent window displays which interpreted perfumes at the Lenthéric salon, New York, N. Y. The displays were created by Malena, Yugoslavian artist.

The romanticism of Baudelaire provided the idea in interpreting Muguet perfume. A feminine head was set in a frame of pink satin quilted with tiny black bows and a surrounding mirror reflected the image. Accents were a black lace fan and enamelled hands.



The romanticism of Baudelaire inspired this Lenthéric window display for Muguet perfume

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Address.....
City.....

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THE AMERICAN PERFUMER, 9 East 38th St., New York

BUSINESS OPPORTUNITY

WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filter; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer.

SITUATION WANTED

PERFUME CHEMIST—Graduate in Pharmacy and Chemistry; fine scientific background in Dermatology; extensive manufacturing and executive ability; in present position for 14 years. Special intuition for perfume compounding. Unusually well qualified to handle present raw material shortages and difficulties with essential oils in an effective and economic manner; over 20 years of wide and varied experience in the application of aromatic chemicals; very successful in duplicating essential oils and flower odors. Interested in acquiring financial interest and responsible position with first class perfume house or cosmetic firm. Write Box 2389, The American Perfumer.

Energetic, reliable make-up expert and cosmetic merchandiser available for developing business in South America or the United States. Speaks Spanish, lectures and can instruct demonstrators. Sales management. Write Box 2388, The American Perfumer.

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205 Fulton Street, New York City

HIGHEST STANDARD

Colors and Dyes for Cosmetics, such as

| | |
|--------------|----------|
| LIPSTICKS | PERFUMES |
| ROUGES | LOTIONS |
| FACE POWDERS | SHAMPOOS |
| MASCARA | CREAMS |
| SOAPS | Etc. |

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- 1—Burt straight line duplex Automatic Labeler.
- 1—Pneumatic Scale 6-head Cappers, with automatic Cap Feeders.
- 2—Karl Kiefer Visco Filling Machines.
- 1—World and 1—Ermold semi-automatic Labeling Machines.
- 1—Cherry-Burrell No. 500 Viscolizer.
- 1—75 gal. Plaudier Glass Lined Mixer, stainless steel Whipper type agitator, motor driven.
- 1—450 gal. Jacketed Nickel Kettle.
- 4—200 gal. Nickel Tanks.
- 3—Single Punch and Rotary Tablet Machines; 1—Colton Rotary No. 2. 5/8"; 1—Stokes Rotary RD No. 1, 1"; 1—Mulford single punch, 1".
- 1—50 gal. Nickel Jack. Agit. m.d. Vacuum Still.
- 1—Colton #14 Auto. Tube Filler, Closer, Clipper.
- 5—Dry Powder Mixers from 50 to 2000 lbs.
- 29—Aluminum, Copper, Glass Lined, Jacketed and agitated Kettles.

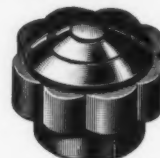
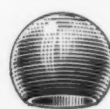
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Consolidated Products Company, Inc.

14-15 Park Row

New York, N. Y.

Warehouse and Shops: 335 Doremus Avenue, Newark, N. J.



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